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ABSTRACT

A survey distributed to a random sample of 7,000 members of the Women's Sports Foundation uncovered many similarities and differences between athletic women and other Americans interested in sports and fitness. Although the sample of athletic women was atypical of women generally, they resemble other Americans in the sports/fitness activities they pursue. The survey was returned by 1,682 members and addressed a wide range of questions about sports/fitness activities: (1) interest in participating in or watching specific sports; (2) early childhood experiences; (3) the support of family and friends; and (4) current encounters with coed participation. Opinions were also sought on attitudes toward: (1) whether drugs are necessary to become competitive internationally; (2) whether participation in racially mixed sports groups reduces prejudice; (3) whether girls should play contact sports; and (4) how often women prefer to watch or participate in single sex or coed sports/fitness activities. Responses to the survey are displayed on tables and a narrative analysis of results is offered. (JD)

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THE MILLER LITE REPORT

ON

WOMEN IN SPORTS

Commissioned by Lite Beer from Miller

in cooperation with

The Women's Sports Foundation

Conducted
by

New World Decisions, Ltd.
120 Wood Avenue South
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December, 1985

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I. COED SPORTS A NEW REALITY FOR ATHLETIC WOMEN: A PATTERN OF "RELUCTANT ENGAGEMENT"

A Special Sample

A survey distributed to a random sample of 7000 members of the Women's Sports Foundation uncovers many similarities and differences between athletic women and other Americans interested in sports/fitness. The 1682 members who responded, representing a response rate of 24% , constitute a special segment of the population: young, financially fortunate, well educated, usually unmarried and with few if any children.

Although the sample of athletic women is atypical of women generally, they clearly resemble other Americans in the sports/fitness activities they pursue, according to the **Miller Lite Report on Women in Sports**, commissioned by Lite Beer from Miller and conducted by New World Decisions, a New Jersey based opinion research firm. The sample is somewhat younger than other Americans (51% are 30 or younger) and display somewhat higher incomes. (Almost four in ten -- 37% -- report total annual household incomes of $31,000 or more.) (TABLES 1.1, 1.2) Consistent with its youth, the group is well educated: two thirds are college graduates. (TABLE 1.3)

More so than other women, but consistent with a trend, committed athletic women are usually employed (70% full time, 13% part time) (TABLE 1.4) More so than other women, but again consistent with a trend toward later marriage, about one half (51%) are single, while nearly three in ten (28%) are married and 13% live with a partner. (TABLE 1.5). Given the large proportion

OVERVIEW

Coed sports activities have become a new reality for athletic women in America today, a transformation accompanied by a serious search for athletic partners of similar skill levels, particularly among younger women, and a confident certainty that participation in sports does not diminish feminity. Among women sports enthusiasts today, a commitment to "feminism" has little relation to athletic attitudes and behavior, and the women who were both most active in organized sports/fitness activities in their teens and twenties or who are most active today tend to share a single specific childhood experience: they played mostly with boys or mixed gender groups rather than mostly with other girls.

These are some of the major findings of one of the most comprehensive surveys of athletic women undertaken in the United States. Commissioned by Lite Beer from Miller in cooperation with the Women's Sports Foundation, the study represents the responses of 1682 athletic women.

Conducted in September and October, 1985, by New World Decisions, a New Jersey based opinion research firm that mailed lengthy questionnaires to a random sample of 7000 members of the Foundation, the survey addresses a wide range of questions about sports/fitness activities: interest in participating or watching specific sports, early childhood experiences, the support of family and friends, current encounters with coed participation, and attitudes toward a variety of topical issues, including whether drugs are necessary to become competitive internationally, whether participation in racially mixed sports groups reduces

prejudice, whether girls should play contact sports and how often women prefer to watch or participate in single sex or coed sports/fitness activities.

A Coed Transformation?

A generational shift may be occuring in American sports today, one that could transform the way children and adults encounter one another as they participate in future sports activities. Coed sports, previously found mostly among selected groups and in specific activities, have become commonplace, according to the survey of women in sports.

This coed transformation has its roots in three developments: the efforts of women to seek sports partners of equal skill, regardless of gender; the belief that women have something to teach men about humane competition; and abundant evidence of a strong self confidence among athletic women, a clear conviction that sports participation does not diminish femininity. These motives for coed sports participation are all evidence of an attractive self esteem among women sports enthusiasts, but they are accompanied by the persistence of several dilemmas.

One is that, regardless of the disappearance of a personal concern that sports and femininity are incompatible, a social concern remains: most women feel that they are too often compelled to choose between being athletic and being feminine. A second preoccupation for most women sports enthusiasts is that men are often threatened by losing to a women. Despite their openness to coed activities as a means of skill enhancement, therefore,

athletic women continue to experience discomfort and pay such a high price for their efforts that their behavior can best be considered a pattern of "reluctant engagement."

A generational shift may be emerging. Younger women sports enthusiasts have been far more involved in organized sports experience than older respondents. Compared to respondents aged twenty-five and less, at least four times as many athletic women aged 38 and above are likely to have been non-participants at both the pre-high school and high school varsity levels.

Distinct age categories are also associated with different degrees of coed sports participation. Younger women, in particular those twenty-five and below, are more likely than older counterparts to seek sports partners of similar skill levels, regardless of gender, and to play with members of the opposite sex when they do seek similar skill levels. (Both sex-blind skill seekers and opposite sex skill finders are consistently far more likely to display high levels of sports participation than are those who do not share their views.) Younger women sports enthusiasts are also less likely than older ones to agree that the sexes should be kept separate in sports. Younger women, who are also the most frequent sports participants, are apparently more comfortable than older sports enthusiasts with coed activities.

The Importance of Opposite Sex or Mixed Gender Childhood Playmates

Perhaps one of the most statistically dramatic findings in the **Miller Lite Report on Women in Sports** is that the choice of childhood playmates apparently exerts an extremely powerful

influence on adolescent body image, on the likelihood that girls and women will engage in or attain leadership positions in organized sports at every level, from pre-high school through college, and on adult interest in sports participation. Specifically, those athletic women who in childhood activities played mostly with boys or with mixed gender groups are far more likely to: view their adolescent body images positively, participate and attain leadership positions in organized sports at every level, and participate more actively in sports/fitness activities as adults. Perhaps equally surprising, given the extraordinary power of parents to steer children in desired directions, is that direct parental involvement of either mother or father, whether in the form of simple encouragement or active participation, has relatively little relation either to organized sports participation in the teens and twenties, or to different levels of adult sports participation for the athletic women sampled in this survey.

Finally, nearly three quarters (73%) of the respondents agree that girls should be allowed to play contact sports. Those most in favor are younger (25 and below), less well educated (in particular non-college graduates), and curiously, less likely to have played varsity sports in college. For this sample of committed athletic women, the most important areas for future research on women in sport are: the physiology of women as athletes (70%) and the organization of women's sports (62%).

of singles in the sample, it is not surprising to learn that eight in ten (80%) have no children living at home. (TABLES 1.6, 1.7, 1.8) Over nine out of ten have at least one sibling. (TABLE 1.9)

Compared to the general population, athletic women understandably display an eagerness to participate in sports/fitness activities. Over six in ten (62%) respondents display a "very high" interest in sports participation, and another twenty six percent register a "somewhat high" interest. A national random sample of all Americans released in 1983, the **Miller Lite Report on American Attitudes Toward Sports**, found somewhat less exuberant interest for Americans generally: Two out of ten (21%) display as "very high" interest in participation (compared to six in ten athletic women), while another two in ten (21%) show a "somewhat high" interest (compared to 26% for women sports enthusiasts). (TABLE 1.10)

The sports spectator enthusiasm of athletic women is also predictable, with over three quarters (77%) registering a high interest in watching (30% "somewhat high"). About half of the national public sample demonstrated a high interest in watching (20% "somehat high"). Athletic women are understandably more likely to participate in and watch sports/fitness activities than the general population. (TABLE 1.11)

Sports/Fitness Activities Resemble the Public's: Spectatorship Somewhat Different

Whatever their other similarities and differences, athletic women resemble markedly the rest of the population in the specific sports activities they pursue. Respondents were asked to estimate how often they engaged in and watched a wide range of specific activities and also to list, for each activity, whether they preferred to engage in single sex or coed sports, or to watch women's or men's competitions. Athletic women generally participate frequently in the same sports that excite the rest of the population, although what they choose to watch is somewhat different.

Walking; jogging/running and calisthenics/aerobics are the most popular activities for women sports enthusiasts, with over half of the respondents (55%) participating in them at least once or twice a week. The next most popular activities, in descending order, are weightlifting, softball/baseball, bicycling, swimming, volleyball, tennis or other racquet sports and basketball (with dancing ranked eleventh).(TABLE 1.12)

This list of "Top 10" activities is quite similar to the "Top 10" list cited by the general public, except that swimming is the most popular participant sport for Americans generally, but it ranks only seventh for women sports aficionados. In addition, pool/billiards ranks in the "Top 10" (number 10 itself) for the public, while it lies in seventeenth place for women athletes. (TABLE 1.13) Similarities outweigh the differences,

however, because for athletic women as for the public, the top ranked activities (walking, jogging, calisthenics) reflect a concern with personal fitness rather than with competition.

o For Spectators, Gymmnastics and Volleyball Rank with Football; Baseball Less Popular

In concert with public preferences, athletic women like to watch highly competitive sports. Football, gymnastics and volleyball essentially tie for first place rank for the respondents in the **Miller Lite Report on Women in Sports**, and football is similarly number one for the American public, followed by baseball.(TABLE 1.14) The remaining "Top 10" spectator sports for women enthusiasts reflect a recognizable interest in many activities where women have excelled. The next seven most popular spectator sports for women, in descending order, are: tennis (and other racquet sports), softball, track and field, basketball, swimming or diving, skiing, and ice skating.

Several differences are apparent between the **Lite Women's Sports Report** respondents and those who answered the national random survey. Volleyball ranks among the top three in spectator interest for athletic women, while it does not appear at all in the top ten activities watched most by the general public. Softball and skiing also make the top ten list for athletic women, but not for the public. And although boxing and horse racing are popular sports for the public (ranked fourth and eighth, respectively, in the "Top 10"), they do not appear at all in the "Top 10" list for athletic women . Curiously, ice skating, where many women athletes have excelled, is more popular

with the public (who rank it seventh) than with women sports enthusiasts (who rank it tenth). (TABLE 1.15)

Coed or Single Sex Activities?

When asked to respond to a general question about whether women's sports should be kept separate from men's, almost seven out of ten (69%) agree (23% agree strongly) with separatism. (TABLE 1.16) When asked about specific activities, however, a majority of the "Top 11" most popular sports activities for women sports enthusiasts are enjoyed about equally as coed or single sex, or somewhat more as coed activities. Two of the three most popular activities for athletic women, calisthenics/ aerobics and jogging/running, along with another popular activity (ranked fifth), softball/ baseball, are preferred as single sex activities, together with hockey, lacrosse and gymnastics.

Yet other popular sports are enjoyed about equally as coed or single sex activities, including the "Top 11" group of walking, bicycling, weightlifting and basketball (along with soccer). The remainder (including football) are clearly enjoyed more as coed activities, including the "Top 11" categories of tennis/ squash, swimming, volleyball and dancing. For at least half of the sports/ fitness categories listed (15 out of 28), athletic women prefer coed activities, and for eight out of the "Top 11" most popular activities, there is at least an equal preference (strong or slight) for the coed option.(TABLE 1.17)

Watching: Men's and Women's Activities Both Popular

A large majority of respondents like to watch both women's and men's competitions over any single gender's sports activities:

- o For 19 out of the 27 sports watching categories listed, over six out of ten respondents prefer to watch both types of competition rather than restrict themselves to either one type or the other.
- o For field hockey, softball and professional wrestling, however, women's competitions are about equally popular as watching "both" men and women compete.
- o The sports for which over six in ten of the respondents clearly prefer men's to women's competitions include: amateur wrestling(62%), ice hockey(67%), baseball(71%), boxing(74%) and football(82%).

Given a choice between women's and men's competitions **only**, however (setting aside the most popular choice, "both"), several patterns emerge:

- o Among the "Top 10" sports watched most frequently, there is a clear preference for watching women's over men's activities, with these exceptions:
  - Football: An 82% majority would rather watch men; only 3% prefer watching women play.
  - Basketball: A somewhat larger percentage prefer men's competition (21%) to women's events (17%).
- o Skiing and swimming or diving show few preference differences between men's and women's competitions.

o The remainder of the "Top 10" most frequently watched sports reveal these percentage preferences for women's competitions over men's, excluding those (usually the vast majority) who prefer to watch both. (TABLE 1.18)

	Women's Competition	Men's Competition
	%	%
Gymnastics	17	1
Volleyball	27	2
Tennis/squash	23	2
Track & field	13	2
Softball	49	3
Ice Skating	12	1

Why Coed Sports Activities? A Pattern of "Reluctant Engagement"

Evidence for the rapid entry of girls and women into sports/fitness activities is abundant. The **Miller Lite Report on Women in Sports** documents a relatively new dimension of this sports enthusiasm: the widespread acceptance of coed activities. Why sports excitement has generated so much coed activity deserves discussion.

o The Recent Emergence of Athletic Women

It is clear that girls/women have been jumping into sports/physical activity with accelerating rapidity. According to the Sports Participation Survey, 1980-1983, authored by the National Federation of State High School Associations, in 1972, 7% of girls in high school were "athletes." By 1982, the figure had risen to 35%. The sports participation of high school girls went up fivefold in a single decade.

Other evidence of a recent increase in participation is available. Between 1971 and 1983, the number of male high school participants decreased by about 311,000, according to the National Federation of State High School Associations. In the same period, female participation increased by one and a half million. Regarding college participation, in 1971 there were no scholarships awarded to women athletes at the intercollegiate level, according to one source (Sprint, 1982), but by 1980 10,000 intercollegiate athletic scholarships were awarded to women. It is clear that enthusiasm for coed activity has emerged at the same time as accelerated interest and participation in women's sports at several levels.

Although coed activity is a clear pattern in answers to questions about specific sports/fitness activities, only about half (52%) report a general willingness to play with members of the opposite sex. (TABLE 1.19). More striking, about seven out of ten (69%) believe women's sports should be kept separate from men's. (TABLE 1.16) Why is an abundance of coed participation accompanied by so much uncertainty about its value?

Answers to several questions in the **Miller Lite Report on Women in Sports** provide clues explaining this mixture of coed energy mixed with a measurable "reluctance."

o Similar Skill Levels Sought. Consistent with the evidence on coed participation, about eight out of ten (79%) of the respondents agree that they prefer to play sports with others of the same skill level, **regardless of their sex.**(TABLE

1.20) Only about half (52%), however, report that when they do seek players of the same skill level, they often play with the opposite sex. (TABLE 1.21) What accounts for this discrepancy between skill seeking preference and performance? Why do so many athletic women seeking similar skill levels end up playing often in single gender situations?

o Women Can Teach Men About Humane Competition. Respondents clearly believe that men can benefit from their instruction. Almost eight in ten (78%) agree somewhat or strongly that "women have something to teach men about human competition." (TABLE 1.22) Confirming further the confidence that women can offer something special in sports, a slight majority (58%) disagree that "there is too much pressure for women to be just like men in sports." (TABLE 1.23)

o Femininity No Longer a Personal Issue: It Remains a Social Issue. Consistent with other answers, athletic women are confident about their identities. Seventy-one percent believe that "what a women does is feminine." (TABLE 1.24) An even larger majority of ninety-four percent disagree (82% strongly) that participation in sports diminishes femininity." (TABLE 1.25)

Many of these responses reveal a willingness or eagerness to enjoy coed sports activities. The sex blind skill seeking; the belief that women have something to teach men and that there is not too much pressure for women to be like men in sports; as well as the strong assertion that athletic activity does

not, in fact, reduce femininity -- each of these attitudes suggests a propensity to reach out and, at the least, be willing to experiment with coed possibilities.

Yet the recent coed behavior pattern, the way athletic women go about pursuing their sports/fitness activities, is accompanied by apprehension. Reasons for that concern are apparent in the following answers:

o Almost six out of ten respondents (57%) agree that women are often **forced** to choose between being athletes and being feminine. (TABLE 1.26)

O More specifically, eight out of ten respondents (82%) believe that "in coed sports men are often threatened by losing to a woman." (TABLE 1.27)

A pattern of "reluctant engagement" emerges. Most respondents seek other players of similar skill levels, regardless of gender, and believe women have something to teach men about humane competition. Respondents display a willingness to share sports activities. But a majority of respondents also agree that the costs of coed activity are high because femininity may be questioned and male egos may be threatened. As a result, many athletic women apparently feel compelled to function as reluctant coeds.

Coed Participation: Trend or Temporary Condition?

An examination of background information on the respondents to the **Lite Women's Sports Report**, along with their responses to individual questions, suggests that coed activities are most popular among younger women and married women. A "generational shift" in attitudes toward coed participation may be about to occur. Whether generation differences will lead to a long term trend is unclear, however, because the attitudes of men remain a serious concern for athletic women.

Age. Younger women (those 30 and under) are **least** likely to agree that the sexes should be kept separate in sports. Among the younger women, only a little over six in ten (62-64%) agree with gender separation in sports, compared to about seven in ten (71%) of those between 31 to 37 and over three quarters (76%) of those 38 and above. To the extent the attitudes of younger women represent a new trend rather than inexperience, we may witness a "generational shift" in attitudes toward competition with men. (TABLE 1.28)

Similarly, both sex-blind skill seeking and playing with members of the opposite sex when seeking similar skill levels are clearly associated more with respondents 25 and below than with older women. Four out of ten of the youngest women agree strongly with sex-blind skill seeking, compared to only about three in ten (30%) of the older group. (TABLE 1.29) Similarly, a majority of fifty-three percent (53%) of the youngest group plays with members of the opposite sex when seeking similar

skills, compared to only 35 percent of the women 38 and over. (TABLE 1.30) Consistently, sex-blind skill seekers and opposite sex skill finders are far more likely to register very high levels of general sports participation than those who do not share their views. (TABLE 1.31; TABLE 1.32)

Marital Status. Marriage is associated with relative optimism about the wisdom of coed participation. The most pessimistic respondents on the "athlete versus femininity" issue are those whose marital status can be described as "living with a partner." Over seven out of ten (72%) of women in these circumstances agree that athletic women have to choose between athletics and being feminine, compared to about six out of ten who are either single or previously married (60%, 62%, respectively) and less than half (47%) who are currently married. (TABLE 1.33)

Yet "living with a partner" is also strongly associated with believing "women can teach men about humane competition." Half of the "living together" respondents agree strongly with that statement, compared to less than forty percent of the previously married and single women (39% and 33%, respectively) and one third (33%) of the married athletes. (TABLE 1.34)

Other types of respondents who tend to agree strongly that women can humanize men's competition include: women over 30 years of age (TABLE 1.35) and those who did not participate in high school varsity sports. (TABLE 1.36) Older respondents had fewer opportunities to participate in sports, and it is therefore not surprising that fewer of them participated actively

at the high school level. Currently married women tend to be somewhat more optimistic about the capacity for mixing femininity and athletic participation, and married and younger respondents tend not to believe woman can humanize men, possibly because they have more contact with men than non-married and older counterparts.

In sum, there is clear evidence of a willingness to attempt coed experiences, particularly for those who are eternally optimistic (the young) and those who are perhaps the most experienced in coed endeavors generally (the married). The motives for participating in coed sports activities may be derived from sex-blind skill seeking, from the belief that women have something to teach men about humane competition, or from a confident personal certainty that feminism is <u>not</u> incompatible with athletic activity. The major obstacle to transforming that coed willingness into widespread reality, in the opinion of many athletic women, is apparently male discomfort with women as successful athletes. This perception of discomfort may be the major reason a plurality of respondents (41%), when asked why there is inadequate media attention to women's sports, answer "dominant male culture." (TABLE 1.37)

II. PARTICIPATION AND WATCHING: WHO, WHERE AND WHY

The **Miller Lite Report on Women in Sports** confirms that sports/fitness participation has grown dramatically in the past five years. About one half (49%) of the sample say their participation has increased in that time period, while about one in five (22%) report a decrease. The rest have remained the same. (TABLE 2.1)

With sports interest rising among athletic women, it is worthwhile to probe beyond the specifics of what respondents "do" to examine their backgrounds, evaluate the support they receive from relatives and friends, trace their involvement in paid and volunteer sports activities, and explore the multiple reasons for sports enthusiasm, paying special attention to the influences, if any, of health, competition and "feminism."

Regarding family responsibilities and interaction opportunities, many sample respondents enjoy freedom from the immediate demands of children. Eighteen percent have daughters and twenty percent have sons, but a large percentage, eight in ten, have no children living at home. (TABLES 1.6, 1.7, 1.8) About two thirds (68%) have between one to three siblings, while forty-one percent have older sisters and 46 percent have older brothers (TABLES 1.9, 2.2, 2.3) Regarding racial or ethnic background, about nine in ten (91%) in the sample consider themselves "white" (TABLE 2.4), and about two thirds (64%) participate frequently or sometimes in sports/fitness activities in racially mixed groups. (TABLE 2.5)

A large majority of respondents, over three fourths, consider several sports/fitness facilities very accessible, including educational facilities, health clubs and community centers or parks. Only about six in ten (58%) consider workplace facilities very accessible. (TABLE 2.6) Regardless of their level of accessibility, workplaces and educational facilities are the most popular among "frequent" users. Among those who use sports facilities only "sometimes," or a combined category of "sometimes" and "frequently", community centers/parks are the most popular location, with sixty-eight percent of the respondents choosing that facility. Health clubs are the least used facilities in the frequently and sometimes combined category. (TABLE 2.7)

Participants and Spectators: Background Factors

A review of the social background factors associated with the very highest levels of participation reveals some predictable patterns. Respondents with the lowest levels of responsibility (those who are single or less than 26 years old) are the most likely both to participate in sports and watch them actively. Low income is also associated with high levels of sports interest, but that association is explained less by low income itself than by the recognition that teenagers and students, all of whom have the lowest incomes, are the age or life cycle categories most active in sports and most likely to watch them. (TABLE 2.8)

Age and few responsibilities for the welfare of others are the major conditions associated with interest in sports participation and spectatorship.. One contrast is noteworthy, however, in comparing the social characteristics of those who particpate and those who watch. No children living at home is associated with high levels of sports participation.

Curiously, however, number of children at home, a measure of adult responsibility, has no relationship to sports watching behavior. Watching patterns are apparently something acquired rather early in life, because respondents with three or more older siblings, in particular three or more older brothers, are much more likely than those with fewer siblings to display a high interest in watching sports events. (TABLE 2.9)

The Immediate Support of Family and Friends

Youth and freedom from responsibility for other people are both associated broadly with sports activity and spectatorship, but the specific level of support offered by family and friends can play a critical role, every day, in encouraging or discouraging athletic women to sustain or reduce their interest in sports. When asked a direct question about the attitudes of family and friends, most respondents credit romantic companions and women friends with the highest levels of support. (Seventy two percent and 67%, respectively, consider them "very supportive.") Men friends and work associates, by contrast, are relegated to the two lowest levels of support. (Forty seven percent and 40%, respectively consider them "very supportive.") (TABLE 2.10)

Yet when the support of these "support" groups is examined more closely, a curious shift occurs. Among respondents with the very highest levels of sports participation, the support of men friends is considered equal or superior to that of any other group. (TABLE 2.11) Among those in the "very supportive" category for "very high" participants, the percentages are as follows:

%	
72	Men friends
71	Parents
68	Work associates
67	Women friends
65	Romantic companion
60	Children

For "very high interest" sports spectators, by contrast, all groups are almost equally supportive, with parents (56%) and work associates (55%) slightly more encouraging than other categories. For both doers and watchers, children are the least supportive group. (TABLE 2.12)

Reasons for Participation: Health

When asked directly about their reasons for engaging in sports activity, a clear majority (54%) say "improved health," followed distantly by "stress reduction" (14%) and "improved skills/accomplishment." "Competition" is of little importance and ranks equally with "Friendship/sociability" (each at 8%). (TABLE 2.13)

Consistent with health as a reason for participation are the attitudes respondents manifest about their bodies. When asked directly about "your attitude toward your body compared to five years ago," six out of ten (62%) feel much more positively about their bodies, and about one quarter (23%) feel the same. Only 15% view their bodies more negatively. (TABLE 2.14)

Athletic women who respond "more positively" in comparing their body feelings now to those held five years ago tend to display the following characteristics:

- o They played somewhat more with girls than with boys or mixed girl/boy groups as children. (TABLE 2.15)
- o The "very positive" body image respondents are associated with evaluations of children as likely to be "very supportive." (TABLE 2.16)
- o Those "very positive" about body image are linked to "very supportive" romantic companions. (TABLE 2.17)
- o "Very positive" body image is associated with "very supportive" women friends and men friends (TABLES 2.18, 2.19)

Feminism: Does It Make a Difference?

It is clear that sports activity and watching behavior are affected by age and level of responsibility for other people, as well as by the support of friends and family and a motivation for health maintenance or improvement. How much impact does a special perspective on women/men relations have on sports participation and spectatorship: What impact, if any, does strength of "feminist" views have on sports/ fitness?

This question merits exploration because respondents display a variety of viewpoints when asked the following question: "If feminism is defined as being committed to equality for women in all aspects of life, how strong would you say your feminist views are?" Four out of ten (41%) answer "very strong," while about one quarter (25%) say "strong," another one in five (20%) reply "somewhat strong," and the remaining 14% say either not very strong or "not a feminist" (8%). (TABLE 2.20) The wide variation in these answers permits a serious examination of the association between different degrees of feminism and sports activity/watching behavior.

Those who regard themselves as "very strong" feminists are likely to be older: Thirty-two percent of those 25 and below are very strong feminists, compared to about half (51%) of those 38 and above. (TABLE 2.21) Very strong feminism also increases incrementally with increases in education level. Twenty six percent of the respondents with a high school diploma or less education are very strong feminists, compared to 50% of those

who have completed post graduate work. (TABLE 2.22) Regarding marital status, about two thirds (66%) of those "living with a partner" are very strong feminists, compared to only 39% of the singles and the "was marrieds," and only 34% of those currently married. (TABLE 2.23)

Curiously, the higher the level of feminism, the **less** likely respondents are to have participated in organized sports at the pre-high school level or high school varsity level. (TABLES 2.24,2.25) Very strong feminism is, however, clearly associated with a variety of background conditions and attitudes linked to high levels of sports interest, in particular single sex activity and women's competition watching. Feminism is **positively** associated for example with:

- o Receiving sports encouragement from mother or father.
- o Agreeing that women are compelled to choose between being athletic or being feminine.
- o Agreeing that girls should play contact sports.
- o Agreeing that a woman's sexual orientation is her own business.
- o Agreeing that women can teach men about humane competition.
- o Agreeing that what a woman does <u>is</u> feminine.
- o Agreeing that women of color are less successful than other athletes at transforming their athletic success into commercial success off the field.
- o A preference for playing sports with one's own sex.
- o Positive body image now compared to five years ago. (TABLE 2.6)

By contrast, strength of feminist views has **little or no significant relation** to the following:

- o Whether childhood playmates were mostly girls, boys, or a mixture of both genders.
- o Positive or negative adolescent body image.
- o Sports encouragement from sister.
- o The belief that racially mixed sports groups reduces prejudice.
- o Level of sports participation.

o Whether the sexes should be kept separate in sports participation. (TABLE 2.27)

It may be surprising to some that degree of feminism has little or no relation either to level of sports participation or to the belief that the sexes should participate in separate sports activities.

The Variety of Sports Activities: Paid and Volunteer Efforts

Interest in sports is not limited to individual or team activities at a particular period in the lifecycle. That interest can be expressed in a variety of ways, both paid and volunteer. Nearly three quarters (73%) of the respondents have held paid positions, and about six in ten (58%) have engaged in volunteer work. (TABLE 2.28) Among both employees and volunteers, coaching as been the most frequent activity, followed by physical education teachers among paid respondents.

Paid employees tend to be well educated, married or single (as opposed to living with a partner or formerly married), enjoy higher/middle incomes, have few daughters (TABLE 2.29), and consistent with other findings about participation and watching, played mostly with boys or both girls and boys as children. (2.30) Similarly, those who have held paid positions are also likely to have been sports participants in organized sports from pre-high school through college varsity, and are especially likely to have been sports leaders at all levels of school sports, with the highest percentage of leadership evident at the college level. (TABLE 2.31) Paid workers also enjoy the support of relatives and friends. It may be surprising to learn, however,

that for athletic women, work associates are considered the most likely to be "very supportive" (74%), while women friends are among the least likely to be "very supportive." (TABLE 2.32) Finally, those with paid positions are likely to seek players of similar skill levels, regardless of sex, and are unlikely to hold a consistent position on feminism. (TABLE 2.33)

The backgrounds of volunteers are similar to those of paid employees, although volunteers seem to belong to very specific groups: those age 25 and below, and those who are single. Like some paid employees, some volunteers have family responsibilities: Those with two or more daughters at home are somewhat likely to volunteer, as are those who work part time and who are (in contrast to paid employees) in lower income categories. Low income is consistent with being age 25 or less and being single. Respondents who played mostly with girls as playmates are very unlikely to become volunteers. (TABLE 2.34)

Like employees, volunteers are likely to have been both participants and leaders in organized sports, although their level of participation in organized sports was lower than for paid employees at every level, from pre-high school through college varsity. (TABLE 2.35) Also similar to employees, volunteers enjoy the support of family and friends, although support levels are somewhat lower for volunteers than for employees, and there are few differences in support offered by parents, children, women friends and men friends. (TABLE 2.36) Volunteers are

likely to play with members of the opposite sex when they seek others of similar skill levels, resemble employees in that they do not, as a group, display a clear position on feminism,and also tend to believe that sports both bring families together and interfere with family life. (TABLE 2.37)

Uncertainty and Consensus

Whatever their backgrounds and degrees of support from family and friends, respondents to the **Lite Report on Women's Sports** exhibit a large amount of consensus on some current issues that concern athletic women. To be sure, there is still uncertainty about whether intense athletic involvement complicates romantic relationships -- not quite six in ten (59%) disagree that it complicates matters. (TABLE 2.38) There is also no consensus about whether female athletes are more aggressive than female non-athletes: Fifty two percent agree that female athletes are more aggressive; forty eight percent disagree. (TABLE 2.39) Respondents with lower levels of education are more likely to agree with the female athlete aggression hypothesis. (TABLE 2.40)

Yet there is a clear consensus on other issues of interest. Almost all of the respondents (96%) disagree strongly or somewhat that American women athletes are going to have to take drugs to compete successfully internationally. (TABLE 2.41) And over nine in ten (93%) agree strongly or somewhat that a woman athlete's sexual orientation is her own business. (TABLE 2.42) Respondents

living with a partner are the most likely to agree strongly with the "own business" assertion (90%), while married women are the marital status category least likely to agree with the statement (66%). (TABLE 2.43) A large majority of eight out of ten believe that the federal government's title IX program promoting equality of educational and athletic opportunity for women has been very (11%) or somewhat successful.(TABLE 2.44)

Another area of clear consensus is that "participation in racially mixed sports groups reduces prejudice:" Nine in ten (91%) agree strongly (49%) or somewhat. (TABLE 2.45) The more frequently respondents participate in sports activities with racially mixed groups, the more likely they are to agree that this participation reduces prejudice. (TABLE 2.46) There is a curious division of opinion about whether women of color are less able than other women athletes to convert athletic success to commercial success off the field: the respondents split fiftyfifty. (TABLE 2.47) Among those who do believe women of color are disadvantaged commercially off the field, the two major reasons mentioned are: inability to obtain corporate sponsorship (32%) and lack of media attention (31%), which together account for over six out of ten responses. (TABLE 2.48)

III. THE ORIGINS OF INTEREST IN SPORTS: THE EARLY INFLUENCE OF FAMILY, PEERS AND ORGANIZED ATHLETIC ACTIVITY

It is wise to assume that early experiences affect adult participation in sports much the same way early experiences affect so much that adults do. Consistently, over nine out of ten (93%) of the respondents agree (57% strongly) that young girls who compete in athletics will be better able to compete in later life. (TABLE 3.1) With that conviction as a guide, it is worthwhile exploring the influence of early family, peer and organized athletic activity of adult interest in sports participation and spectatorship.

The Assumed Influence of Parents and Other Relatives

Athletic women clearly believe that sports involvement affects the quality of family life. About four out of ten respondents (42%) believe that sports activities bring families together, while another three in ten (28%) believe sports interfere with family life. Only three percent believe sports have no effect. (The remaining 27% have no families.) (TABLE 3.2)

Since sports are believed to have a decided impact, for good or ill, on family life, it is likely that parents can affect families significantly through their influence on the sports behavior and attitudes of children. Conventional wisdom certainly suggests that parents exert overwhelming influence on children. And conventional wisdom is confirmed to a small extent by the answers to direct questions about family influence.

When asked which family members, if any, were most encouraging in childhood athletic endeavors, about three in ten (31%) mention fathers, and another three in ten mention mothers (30%). (TABLE 3.3) Yet when asked which family members participated in sports activities with them as children, brothers (mentioned by 52%) outrank fathers (39%), and sisters (32%) outrank cousins (23%) and mothers (16%). Males, whether brothers or fathers, played more often with young athletic women than did females, be they sisters or mothers. (TABLE 3.4)

Playmates, Adolescence, Organized Sports and Role Models

In addition to parents, several other groups and experiences are presumed to affect childhood interest in athletics. Gender of childhood playmates, for example, might affect adult orientations. Over half of the respondents (55%) say their playmates were a mixture of girls and boys, while one third (33%) say "mostly boys," only eight percent "mostly girls" and three percent played alone. (TABLE 3.5)

Other factors might also be significant, including attitude toward one's body as an adolescent. About half (47%) report they viewed their bodies very (15%) or somewhat positively, one fifth (20%) indifferently, and about one third (33%) somewhat or very (7%) negatively. (TABLE 3.6) Consistent with the supposition that early influences endure, when asked to note barriers to increased participation by women in sports and fitness activities, a plurality of forty-five percent of the respondents mention "lack of involvement and training as children." (TABLE 3.7)

Early participation in organized sports might foreshadow adult involvement. For this sample of women sports enthusiasts, high school is a peak leadership experience, especially at the varsity level. (TABLE 3.8) Regarding overall levels of participation, it diminishes somewhat at the college level in both intramural and college varsity programs. Majorities of fifty-three percent and sixty-two percent, respectively, nevertheless say they participate or participated in college varsity and amateur teams. (TABLE 3.9)

When asked about favorite sports role models when growing up, over nine in ten (94%) mention a public figure, the remainder an adult known personally. The respondents seem almost evenly divided between male and female public figures, with forty-seven percent mentioning a female public figure, and forty-six percent mentioning a male public figure. (TABLE 3.10) It is striking that so many athletic women do not mention a woman public figure as their sports role model when growing up.

The Limits of Parents; The Lasting Influence of Playmates

Contrary to conventional wisdom, parents exert minimal direct influence on the sports interests of their daughters, according to the findings of the **Miller Lite Report on Women in Sports**. Examining the relation between different levels of parental encouragement or actual playing with daughters, on the one hand, and umbrella measures of participation and spectatorship, as well as organized sports participation, on the other, one conclusion is inescapable: parents exert limited

direct influence.

Some exceptions to that finding are that father and mother participation with daughters in childhood is somewhat associated with the likelihood that they will make the varsity in college. (TABLES 3.11, 3.12) Parental encouragement is also associated somewhat with adult sports participation of daughters, though not with their sports watching behavior. (TABLES 3.13, 3.14) Why parental influence should be so circumscribed is a mystery, but the direct influence of parents on the sports interests of daughters is clearly limited, especially in comparison with the impact of another powerful influence: childhood peer group.

Childhood playmate choices exert an impact and range that is little short of overwhelming. Specifically, **athletic women who played mostly with girls as children are less likely than any other group to participate in sports or watch sports anytime later in life.**

Clear majorities of those who played either with both boys and girls, or (especially) mostly with boys alone, are high sports participants in adulthood. (TABLE 3.15) Similarly, athletic women who played mostly with girls in childhood are the <u>least</u> likely to watch sports a great deal as adults. (TABLE 3.16)

Consistently, those who played mostly with girls as a child are mostly likely to cite "no training as a child" as the greatest barrier to women's sports participation. (TABLE 3.17). Respondents who cite "no child training" are also more likely than those listing other barriers to display low organized sports participation levels prior to high school, in non-varsity sports, and in high school varsity activities. (TABLES 3.18, 3.19, 3.20). Similarly, compared to peers who played with boys and girls or mostly boys, respondents who played mostly with girls as children are far less likely to assume sports leadership positions at every organized sports level, from pre-high school and high school (both varsity and non-varsity) to college (both intramural and varsity). (TABLES 3.21, 3.22, 3.23, 3.24, 3.25)

Adolescent Body Image: It Endures

Like so many other attitudes and behavior, adolescent body image is strongly associated with playmate selections. Contrary to what many might expect, respondents who played mostly with girls as children are least likely to view their bodies positively in adolescence. Athletic women who played mostly with boys in childhood are most likely to say their adolescent body images were positive. (TABLE 3.26)

Curiously, a positive adolescent body image is cited most often by both the oldest and youngest categories of women in the survey. Nearly half of those over 38 and those 25 and younger regard their adolescent bodies positively, compared to between forty to forty-four percent in the middle age ranges of

twenty-six to thirty-seven. (TABLE 3.27) Age apart, a very positive adolescent body image is linked strongly to the belief that parents and men friends are very supportive of respondent sports interests today. (TABLES 3.28, 3.29) A positive adolescent image is also associated somewhat with a tendency to find opposite sex sports companions when seeking similar skill levels. (TABLE 3.30)

More directly, perhaps, positive adolescent body image is linked strongly with participating in organized sports at every level, from pre-high school through college varsity. Positive self regard is tied especially strongly to sports leadership achievement particularly at the levels of pre-high school, high school non-varsity, and high school varsity. (TABLES 3.31, 3.32, 3.33, 3.34, 3.35)

Organized Sports a Forerunner of Adult Interest

Predictably, women who participate in organized sports in childhood, adolescence and beyond are likely to display high levels of interest in sports participation and watching. Curiously, no single period of participation is associated much more strongly than another period with high interest in sports participation and spectatorship as an adult. (TABLES 3.36, 3.37)

Both pre-high school and high school varsity participation are strongly associated with age differences. Compared to respondents aged twenty-five and less, at least four times as many athletic women aged 38 and more are likely to have been non-participants at both the high school varsity and pre-high school levels. (High income is also associated with non-participation at the pre-high school level, but its significance is essentially related to age; older women have higher household incomes.) (TABLES 3.38, 3.39, 3.40) Consistent with the older age levels associated with very strong feminism, that conviction is slightly associated with non-participation at the high school varsity level. (TABLE 3.41)

Girls Should Be Allowed To Play Contact Sports

Nearly three quarters (73%) of the respondents agree that girls should be allowed to play contact sports. (TABLE 3.42) Those most in favor are younger (in particular twenty-five and below), less well educated (in particular non college graduates), and, curiously, **not likely** to have played varsity sports in college. (TABLES 3.43, 3.44, 3.45)

According to survey respondents the most important areas for future research on women in sport are: the physiology of women as athletes (70%) and the organization of women's sports (62%). There is far less interest in research on the socialization of women (44%), minority women in sport (24%) and coed sports participation (22%). (TABLE 3.46)

IV. METHODOLOGY

The **Miller Lite Report on Women in Sports** is a companion study to a comprehensive landmark survey, a national random sample of over 1300 Americans, released in March, 1983, titled the **Miller Lite Report on American Attitudes Toward Sports.** Unlike that study of all Americans, the **Miller Lite Report on Women in Sports** is a comprehensive survey of a particular group of growing importance to all Americans today: athletic women.

In August, 1985, the Women's Sports Foundation selected a random sample of 7000 names from its membership list. In September, 1985, New World Decisions mailed an eight-page questionnaire to that random sample, yielding responses from 1682 women, a response rate of 24%. (An additional 166 men responded, but the number was too small to warrant statistically valid comparisons of the responses of men and women. As a result, the questionnaires completed by men were excluded from this initial report.)

The resulting group can be considered a representative sample of athletic women or women sports enthusiasts. Answers to demographic questions reveal that, compared to the national population, the sample is rather special: relatively young (median age about 30), financially comfortable (37% report household incomes of $31,000 or more), employed (70% full time, 13% part time), and generally single (32% are married). The sample is extremely well educated; two thirds (67%) are college graduates, with four in ten (38%) having completed some graduate work. Eight in ten have no children living at home. About nine in

ten (91%) in the sample consider themselves "white."

Young, relatively secure financially, with relatively few responsibilities for others (be they legalized spouses, "live-with" partners or children at home), this sample of athletic women is atypical of Americans generally or of women generally. Given their high level of interest in sports participation and spectatorship, the sports/fitness attitudes of athletic women may represent less what the public is likely to do or believe today than what it is likely to become as more and more American women become involved in sports.

That involvement is likely to grow rapidly. When asked about their level of sports/fitness participation now compared to five years ago, about half (49%) reported that their participation had increased, while only about one fifth (22%) revealed a decrease in involvement. (The others remained at the same level.)

The data collected for this study will be made available to interested scholars through the Women's Sports Foundation.

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Age	%
38+	24
31-37	27
26 - 30	23
25 or less	25
	(1675)

TABLE 1.2: TOTAL HOUSEHOLD INCOME

Income	%
$0 - $10,000	14
$11,000 - 20,000	24
$21,000 - 30,000	25
$31,000 - 40,000	16
$41,000 - 50,000	10
More than $51,000	11
	(1607)

TABLE 1.3: EDUCATION

Level of Education Completed	%
Post Graduate	38
College Graduate	29
Some College	21
High School Graduate	8
Some High School or less	3
	(1675)

TABLE 1.4: EMPLOYMENT STATUS

Employment Status	%
Employed full time	70
Employed Part Time	13
In School	10
Looking for Work	2
Work in Home	2
Retired	1
Other	2
	(1674)

TABLE 1.5: MARITAL STATUS

Marital Status	%
Single	51
Married	28
Living with Partner	13
Divorced	5
Separated	2
Widowed	1
	(1669)

TABLE 1.6: NUMBER OF CHILDREN LIVING AT HOME

Children at Home	%
None	80
One	10
Two	7
Three or More	3
	(1682)

TABLE 1.7: NUMBER OF DAUGHTERS

Daughters	%
None	84
One	10
Two	4
Three or more	2
	(1682)

TABLE 1.8: NUMBER OF SONS

Sons	%
None	83
One	11
Two	4
Three or more	2
	(1682)

TABLE 1.9: NUMBER OF SIBLINGS

Number of Siblings	%
None	8
One	23
Two	27
Three	18
Four	11
Five or more	13
	(1682)

TABLE 1.10: INTEREST IN SPORTS/FITNESS PARTICIPATION

LEVEL	%
Very High	62
Somewhat High	26
Medium	10
Somewhat and Very Low	2
	(1662)

TABLE 1.11: INTEREST IN WATCHING SPORTING EVENTS

LEVEL	%
Very high	47
Somewhat high	30
Medium	16
Somewhat to very low	7
	(1672)

TABLE 1.13: MOST FREQUENT SPORTS ACTIVITY

Miller Lite Women's Readership Sample: 1985 (At least once or twice a week) (Top 11* in descending order of frequency)	%	Miller Lite Sports Report National Random Sample: 1983 (At least once or twice a week) (Top 10 in descending order of frequency)	%
*Walking	76	Swimming	33
Jogging/Running	55	Calisthenics	29
Calisthenics/Aerobics	55	Jogging	29
Weightlifting	46	Bicycling	28
Softball/baseball	43	Softball/baseball	21
Bicycling	43	Weightlifting	15
Swimming	38	Basketball	15
Volleyball	32	Tennis, Squash, etc.	12
Tennis, Squash Badminton or other racquet sports	30	Football/Rugby	12
Basketball	27	Pool/Billiards	11
Dancing	24		

* The 1985 list includes one more than the 1983 list because the more recent survey includes the activity "walking," which was omitted from the 1983 survey.

TABLE 1.19 PREFER PLAYING SPORTS WITH MEMBERS OF OWN SEX

	%
Agree Strongly	21
Agree Somewhat	28
Disagree Somewhat	35
Disagree Strongly	16
	(1588)

TABLE 1.20: RESPONDENT PLAYS SPORTS WITH OTHERS OF SAME SKILL LEVEL REGARDLESS OF THEIR SEX

	%
Agree Strongly	34
Agree Somewhat	45
Disagree Somewhat	15
Disagree Strongly	7
	(1626)

TABLE 1.21: WHEN SEEKING PLAYERS OF SAME SKILL LEVEL OFTEN PLAY WITH OPPOSITE SEX

	%
Agree Strongly	15
Agree Somewhat	37
Disagree Somewhat	30
Disagree Strongly	18
	(1582)

TABLE 1:22: WOMEN CAN TEACH MEN ABOUT HUMANE COMPETITION

LEVEL OF AGREEMENT	%
Agree Strongly	36
Agree Somewhat	42
Disagree Somewhat	16
Disagree Strongly	5
	(1467)

TABLE 1.23: TOO MUCH PRESSURE FOR WOMEN TO BE JUST LIKE MEN IN SPORTS

LEVEL OF AGREEMENT	%
Agree Strongly	10
Agree Somewhat	32
Disagree Somewhat	36
Disagree Strongly	22
	(1593)

TABLE 1.24: WHAT A WOMAN DOES IS FEMININE

Level of Agreement	%
Agree Strongly	40
Agree Somewhat	31
Disagree Somewhat	20
Disagree Strongly	9
	(1459)

TABLE 1.25: PARTICIPATION IN SPORTS DIMINISHES FEMININITY

Level of Agreement	%
Agree Strongly	3
Agree Somewhat	3
Disagree Somewhat	12
Disagree Strongly	82
	(1659)

TABLE 1.26: WOMEN OFTEN FORCED TO CHOOSE BETWEEN BEING ATHELETE AND BEING FEMININE

Level of Agreement	%
Agree Strongly	20
Agree Somewhat	37
Disagree Somewhat	21
Disagree Strongly	21
	(1660)

TABLE 1.27: IN COED SPORTS MEN THREATENED BY LOSING TO A WOMAN

	%
Agree Strongly	39
Agree Somewhat	43
Disagree Somewhat	13
Disagree Strongly	5
	(1602)

TABLE 1.28: KEEP SEXES SEPARATE BY AGE

Level of Agreement	Age in Years: 38 & Above %	31-37 %	26-30 %	25 & Below %
Agree Strongly	31	20	21	20
Agree Somewhat	45	51	43	43
Disagree	24	29	36	37
	(358)	(434)	(394)	(440)

TABLE 1.29: SEX-BLIND SKILL SEEKING BY AGE

Sex-Blind Skill Seeking	Age	
	25 & Below	26 & More
	%	%
Agree Strongly	40	30
Agree Somewhat or Disagree	60	70
	(437)	(1182)

TABLE 1.30: OPPOSITE SEX FOR SKILL SEEKING BY AGE

Oposite Sex for Skill Seeking	Age 25 & below %	26-30 %	31-37 %	38+ %
Agree	53	50	47	35
Disagree	47	50	53	65
	(428)	(386)	(429)	(333)

TABLE 1.31: SEX-BLIND SKILL SEEKING BY SPORTS PARTICIPATION

Sex-Blind Skill Seeking	Participation Level: Very High	Participation Level: Less High
Agree Strongly	39	24
Agree Somewhat or disagree	61	76
	(1006)	(602)

TABLE 1.32: OPPOSITE SEX FOR SKILL SEEKING
BY SPORTS PARTICIPATION

	Participation Level	
Opposite Sex For Skill Seeking	Very High	Less High
Agree	58	40
Disagree	42	60
	(988)	(576)

TABLE 1.33: WOMEN ATHLETES HAVE TO CHOOSE BETWEEN ATHLETICS AND BEING FEMININE BY MARITAL STATUS

	Marital Status			
	Living with Partner	Single	Was Married	Married
Level of Agreement	%	%	%	%
Agree strongly or somewhat	72	60	62	47
Disagree Somewhat or strongly	28	40	38	53
	(217)	(844)	(125)	(462)

TABLE 1.34: WOMEN CAN TEACH MEN ABOUT HUMANE COMPETITION BY MARITAL STATUS

	Marital Status			
	Living with Partner	Single	Was Married	Married
Level of Agreement	%	%	%	%
Agree Strongly	50	33	39	33
Agree Somewhat	38	47	37	38
Disagree	12	20	24	29
	(194)	(748)	(110)	(402)

TABLE 1.35: WOMEN CAN TEACH MEN ABOUT HUMANE COMPETITION BY AGE

	Age			
Level of Agreement	38 Years & Above %	31-37 Years %	26-30 Years %	25 Years & Below %
Agree Strongly	46	40	30	29
Agree Somewhat	38	40	45	45
Disagree	16	20	25	25
	(332)	(388)	(350)	(391)

TABLE 1.36: WOMEN CAN TEACH MEN ABOUT HUMANE COMPETITION BY PARTICIPATION ON HIGH SCHOOL VARSITY TEAMS

	Participation Level		
Level of Agreement	No Particpation %	Participation %	Participation as Leader %
Agree Strongly	46	30	32
Agree Somewhat	33	46	46
Disagree	21	24	22
	(395	(353)	(557)

TABLE 1.37: REASONS FOR INADEQUATE MEDIA ATTENTION TO WOMEN'S SPORTS

Reasons	% Ranking Most Important
Dominant Male Culture	41
Media Discrimination	25
Lack of Public Interest	24
Low Level-Women's Competition	9
	(1669)

TABLE 2.1: SPORTS/FITNESS PARTICIPATION LEVEL NOW COMPARED TO FIVE YEARS AGO

Participation	%
Increased	49
Remained Same	30
Decreased	22
	(1672)

TABLE 2.2: NUMBER OF OLDER SISTERS

Older Sisters	%
None	59
One	27
Two	10
Three or more	4
	(1682)

TABLE 2.3: NUMBER OF OLDER BROTHERS

Older Brothers	%
None	54
One	29
Two	11
Three or more	6
	(1682)

TABLE 2.4: RACE/ETHNICITY

Race/Ethnicity	%
White	91
Black	4
Hispanic	2
Asian	1
Native American	1
Other	1
	(1678)

TABLE 2.5: FREQUENCY OF PARTICIPATION IN SPORTS/FITNESS ACTIVITY IN RACIALLY MIXED GROUP

	%
Frequently	33
Sometimes	31
Rarely	26
Never	10
	(1626)

TABLE 2.6: ACCESSIBILITY OF SPORTS/FITNESS FACILITIES

Facility	% Very Accessible	(N)
Educational	77	(1520)
Health Club	77	(1548)
Community Center/Park	74	(1560)
Workplace	58	(1335)

TABLE 2.7: FREQUENCY OF USE OF SPORTS/FITNESS FACILITIES

Facility	Frequency %	Sometimes %	Never %	(N)
Workplace	36	20	45	(1289)
Educational	35	30	35	(1497)
Health Club	29	25	46	(1539)
Community Center/ Park	22	46	32	(1532)

TABLE 2.8: HIGH INTEREST IN SPORTS PARTICIPATION

BY BACKGROUND

	Very High Interest In Sports Participaton	
Age	%	
38+	54	(359)
31-37	57	(443)
26-30	63	(405)
25 or less	72	(449)
Marital Status		
Was Married	48	(122)
Married	53	(465)
Living/Partner	62	(214)
Single	68	(848)
Number of Children Living at Home		
One	49	(162)
Two	52	(173)
None	64	(1327)
Total Household Income		
$31,000-$40,000	54	(255)
$41,000+	59	(328)
$21,000-$30,000	61	(393)
$11,000-$20,000	62	(382)
$0-$10,000	71	(229)

TABLE 2.9: HIGH INTEREST IN WATCHING SPORTS EVENTS

BY BACKGROUND

	Very High Interest In Watching Sports Events	
Age	%	
31-37	37	(448)
38+	47	(361)
26-30	49	(407)
25 Below	57	(449)
Marital Status		
Was Married	39	(125)
Living/Partner	40	(216)
Married	40	(468)
Single	54	(850)
Total Household Income		
$41,000+	39	(328)
$31,000-$40,000	43	(256)
$21,000-$30,000	47	(398)
$11,000-$20,000	53	(386)
$0-$10,000	53	(230)
Number of Older Brothers		
One	45	(485)
Two	45	(192)
None	50	(896)
Three or more	59	(98)
Number of Older Siblings		
Two	45	(334)
None	46	(569)
One	47	(505)
Three or more	54	(264)
Family Sports Involvement		
No Effect	39	(401)
Brings Closer and Interferes	44	(461)
Brings Closer Together	57	(625)

TABLE 2.10: SUPPORTIVENESS OF FAMILY AND FRIENDS OF RESPONDENT'S SPORTS/FITNESS ACTIVITIES

Family & Friends	Very Supportive %	(N)
Romantic Companion	72	(1452)
Women Friends	67	(1646)
Parents	51	(1571)
Children	50	(607)
Men Friends	47	(1562)
Work Associates	40	(1525)

TABLE 2.11: HIGH INTEREST IN SPORTS PARTICIPATION BY SUPPORT OF FAMILY AND FRIENDS

Support of Romantic Companion	Very High Interest in Sports Participation %	
Less Supportive	54	(403)
Very Supportive	65	(1032)
Support of Women Friends		
Less Supportive	51	(539)
Very Supportive	67	(1088)
Support of Men Friends		
Not Supportive	43	(131)
Somewhat Supportive	58	(693)
Very Supportive	72	(721)
Support of Parents		
Not Supportive	50	(243)
Somewhat Supportive	56	(510)
Very Supportive	71	(799)
Support of Work Associates		
Not Supportive	53	(201)
Somewhat Supportive	59	(703)
Very Supportive	68	(604)
Support of Children		
Not Supportive	51	(82)
Somewhat Supportive	52	(217)
Very Supportive	60	(299)

TABLE 2.12: HIGH INTEREST IN WATCHING SPORTS EVENTS BY SUPPORT OF FAMILY AND FRIENDS

	Very Interested in Watching Sports Events	
Support of Parents	%	
Not Supportive	37	(243)
Somewhat Supportive	39	(516)
Very Supportive	56	(804)
Support of Women Friends		
Less Supportive	37	(541)
Very Supportive	52	(1097)
Support of Work Associates		
Not Supportive	40	(201)
Somewhat Supportive	43	(708)
Very Supportive	53	(610)
Support of Children		
Not Supportive	46	(82)
Somewhat Supportive	39	(218)
Very Supportive	49	(304)
Support of Men Friends		
Not Supportive	42	(132)
Somewaht Supportive	44	(697)
Very Supportive	51	(727)

TABLE 2.13: REASONS FOR PARTICIPATION IN SPORTS/FITNESS ACTIVITY (HIGHEST RANKED REASON ONLY)

Reason	%
Improved Health	54
Stress Reduction	14
Improved Skills/Accomplishment	13
Friendship/Sociability	8
Competition	8
Being on Team	2
Winning	1
	(1851)*

*Ties permitted

TABLE 2.14: ATTITUDE TOWARD YOUR BODY COMPARED TO FIVE YEARS AGO

Feelings	%
Much More Positively	29
More Positively	33
About same	23
More Negatively	13
Much More Negatively	2
	(1666)

TABLE 2.15: BODY IMAGE NOW VS. FIVE YEARS AGO

BY GENDER OF CHILDHOOD PLAYMATES

Body Image Five Years Ago	Playmates: Mostly Girls %	Mostly Boys & Girls %	Mostly Boys %
Positive	69	60	62
Same	17	25	21
Negative	14	15	17
	(134)	(912)	(550)

TABLE 2.16: BODY IMAGE NOW VS. FIVE YEARS AGO

BY SUPPORT OF CHILDREN

Body Image Now Vs. Five Years Ago	Support of Children: Very Supportive %	Somewhat Supportive %	Not Supportive %
Very Positive	36	27	26
Less Positive/Negative	64	73	74
	(305)	(217)	(82)

TABLE 2.17: BODY FEELING NOW VS. FIVE YEARS AGO
BY SUPPORT OF ROMANTIC COMPANION

	Support of Romantic Companion	
Body Image Now vs. Five Years Ago	Very Supportive %	Less Supportive %
Very positive	32	23
Less positive/negative	68	77
	(1042)	(402)

TABLE 2.18: BODY IMAGE NOW VS. FIVE YEARS AGO
BY SUPPORT OF WOMEN FRIENDS

Body Image Now vs. Five Years Ago	Support of Women Friends: Very Supportive %	Support of Women Friends: Less Supportive %
Very Positive	31	23
Less Positive/Negative	69	77
	(1097)	(536)

TABLE 2.19: BODY IMAGE NOW VS. FIVE YEARS AGO

BY SUPPORT OF MEN FRIENDS

Body Image Now vs. Five Years Ago	Support of Men Friends: Very Supportive %	Somewhat Supportive %	Not Suportive %
Very positive	32	27	20
Less Positive/ Negative	68	73	80
	(726)	(694)	(132)

TABLE 2.20: STRENGTH OF FEMINIST VIEWS

Feminism	%
Very Strong	41
Strong	25
Somewhat Strong	20
Not Very Strong	6
Not a Feminist	8
	(1650)

TABLE 2.21: FEMINIST VIEWS BY AGE

	Age			
Feminism	38 & Above %	31-37 %	26-30 %	25 & Below %
Very Strong	51	45	37	32
Strong	22	26	24	28
Less Strong/ Not Strong	27	29	39	40
	(364)	(440)	(400)	(440)

TABLE 2.22: FEMINIST VIEWS BY EDUCATION

	Education			
Feminism	High School or Less %	Some College %	College Graduate %	Post Graduate %
Very Strong	26	38	37	50
Less than Very Strong	74	62	63	50
	(186)	(348)	(478)	(631)

TABLE 2.23: FEMINIST VIEWS BY MARITAL STATUS

Feminism	Marital Status: Living/ Partner %	Single %	Was Married %	Married %
Very Strong	66	39	39	34
Strong	16	27	20	26
Less Strong/ Not Strong	18	34	41	40
	(213)	(837)	(122)	(465)

TABLE 2.24: PRE HIGH SCHOOL SPORTS PARTICIPATION BY FEMINIST VIEWS

	Feminism		
Sports Participation	Very Strong	Strong	Less Strong/ Not Strong
	%	%	%
No Participation	35	31	25
Participation	36	41	48
Leadership	28	28	27
	(627)	(370)	(524)

TABLE 2.25: HIGH SCHOOL VARSITY SPORTS PARTICIPATION BY FEMINIST VIEWS

High School Varsity Sports Participation	Feminism: Very Strong %	Strong %	Less Strong/ Not Strong %
No Participation	35	27	28
Participation	24	27	30
Leadership	41	46	42
	(597)	(371)	(494)

TABLE 2.26: MOTHER ENCOURAGEMENT, CURRENT ISSUES BY FEMINIST VIEWS

Encouragement from Mother	Feminist Views: Very Strong	Strong	Less Strong or Not Strong
	%	%	%
Most encouragement	35	32	27
Other	65	68	73
	(677)	(408)	(565)
Encouragement from Father			
Most Encouraging	29	39	34
Less Encouraging	71	61	66
	(677)	(408)	(565)
Choose Between Being Athletic or Feminine			
Agree	65	58	49
Disagree	35	42	51
	(668)	(406)	(556)
Should Play Contact Sports			
Agree	85	72	61
Disagree	15	28	39
	(668)	(404)	(545)
Sexual Orientation is One's Own Business			
Agree	98	92	88
Disagree	2	8	12
	(671)	(397)	528)

TABLE 2.26: Continued

	Feminist Views		
	Very Strong %	Strong %	Less Strong or Not Strong %
Women Can Teach Men About Humane Competition			
Agree	87	78	68
Disagree	13	22	32
	(606)	(358)	(478)
Women's Activities Are Feminine			
Agree	79	70	62
Disagree	21	30	38
	(604)	(349)	(483)
Women of Color Are Less Successful			
Agree	60	49	40
Disagree	40	51	60
	(556)	(323)	(436)
Prefer Playing With Own Sex			
Agree	58	46	41
Disagree	42	54	59
	(648)	(383)	(528)
Body Image Now vs Five Years Ago			
Very Positive	33	22	28
Less than very positive	67	78	72
	(672)	(406)	(556)

TABLE 2.27: CURRENT ISSUES BY FEMINIST VIEWS: LITTLE OR NO RELATION

	Feminist Views		
Childhood Playmates	Very Strong %	Strong %	Less Strong or Not Strong %
Mostly Girls & Boys	52	57	57
Mostly Girls & Alone	12	10	12
Mostly Boys	36	33	31
	(667)	(403)	(558)
Adolescent Body Image			
Positive	46	50	46
Indifferent	18	19	24
Negative	36	31	30
	(664)	(401)	(545)
Body Image Now vs. Five Years Ago			
Positive	62	61	61
Same	21	26	23
Negative	16	13	15
	(672)	(406)	(556)
Encouragement from Sister			
Most Encouraging	35	32	27
Less Encouraging	65	68	73
	(677)	(408)	(565)
Sports Participation			
High	89	90	84
Medium	9	8	13
Low	1	2	3
	(668)	(403)	(559)

TABLE 2.27: Continued

	Feminist Views		
	Very Strong %	Not Strong %	Less Strong or Not Strong %
Should Be Kept Separate in Sports Participation			
Agree	71	66	68
Disagree	29	34	32
	(659)	(401)	(546)
Racial Mixing Reduces Prejudice			
Agree	94	91	87
Disagree	6	9	13
	(642)	(380)	(506)

TABLE 2.28: PAID AND VOLUNTEER POSITIONS HELD IN WOMEN'S ATHLETICS

	Paid	Volunteer
	%	%
Coach	28	21
Physical Education Teacher	25	2
Official	10	8
Other	5	14
Athletic Director	4	1
Trainer	2	8
Professional Athlete	1	2
No Position	27	42
	(1716)*	(1056)*

*multiple answers permitted

TABLE 2.29: HOLDS A PAID POSITION BY BACKGROUND

	Holds a Paid Position	
Education	%	
Post Graduate	72	(528)
College Graduate	64	(368)
Some College	36	(190)
High School or Less	29	(68)
Marital Status		
Married	60	(350)
Single	66	(569)
Living/Partner	53	(148)
Was Married	46	(83)
Total Household Income		
$0 - $10,000	62	(130)
$11,000 - $20,000	66	(272)
$21,000 - $30,000	64	(305)
$31,000 - $40,000	61	(185)
$41,000 & above	54	(230)
Race		
White	63	(1065)
Other	40	(89)
Number of Daughters		
One	62	(117)
None	62	(970)
Two or More	47	(70)
Employment Status		
Part Time	72	(882)
Full Time	62	(132)
Other	43	(140)

TABLE 2.30: HOLDS A PAID POSITION BY CHILDHOOD PLAYMATES

	Playmates		
Position Held	Mostly Boys %	Both Girls & Boys %	Mostly Girls %
Holds Position	68	64	34
No Position	32	36	66
	(375)	(627)	(103)

TABLE 2.31: HOLDS A PAID POSITION BY SCHOOL SPORTS PARTICIPATION

Sports Participation	Holds a Paid Position	
Pre-High School	%	
Leadership	79	(300)
Participation	58	(406)
No Participation	50	(358)
High School (Non Varsity)		
Leadership	80	(352)
Participation	51	(394)
No Participation	47	(279)
High School Varsity		
Leadership	80	(465)
Participation	60	(254)
No Participation	39	(307)
College Intramural		
Leadership	86	(275)
Participation	72	(421)
No Participation	30	(276)
College Varsity		
Leadership	85	(288)
Participation	78	(264)
No Participation	40	(388)

TABLE 2.32: HOLDS A PAID POSITION

BY SUPPORT OF FAMILY AND FRIENDS

	Holds a Paid Position	
Support of Women Friends	%	
Very Supportive	66	(746)
Less Supportive	52	(382)
Support of Men Friends		
Very Supportive	68	(489)
Somewhat Supportive	59	(485)
Not Supportive	45	(96)
Support of Parents		
Very Supportive	72	(548)
Somewhat Supportive	58	(364)
Not Supportive	46	(156)
Support of Work Associates		
Very Supportive	74	(456)
Somewhat Supportive	58	(478)
Not Supportive	41	(129)
Support of Children		
Very Supportive	68	(206)
Somewhat Supportive	51	(140)
Not Supportive	38	(56)

TABLE 2.33: HOLDS A PAID POSITION BY SKILL SEEKING VIEWS AND FEMINIST VIEWS

	Holds a Paid Position	
Seek Same Skill Level Regardless of Sex		
	%	
Agree	66	(879)
Disagree	50	(236)
Feminist Views		
Strong	66	(288)
Not Strong	62	(372)
Very Strong	58	(481)

TABLE 2.34: VOLUNTEERS BY BACKGROUND

	Volunteer	
Age	%	
38 & Above	39	(186)
31-37	47	(212)
26-30	48	(196)
25 & Below	63	(284)
Marital Status		
Living with partner	47	(119)
Was Married	46	(77)
Married	43	(222)
Single	56	(456)
Number of Daughters		
Two or more	54	(63)
None	52	(739)
One	40	(78)
Number of Kids at Home		
Two or more	52	(89)
One	49	(87)
None	51	(704)
Employment Status		
Part Time	61	(122)
Other	52	(198)
Full Time	48	(564)
Total Household Income		
$0-$10,000	59	(140)
$11,000-$20,000	59	(203)
$21,000-$30,000	47	(190)
$41,000 & Above	44	(127)
$31,000-$40,000	41	(179)
Childhood Playmates		
Mostly boys	60	(304)
Both girls & boys	53	(447)
Mostly girls	21	(84)

TABLE 2.35: VOLUNTEERS BY SCHOOL SPORTS PARTICIPATION

Sports Participation	Volunteers	
Pre High School	**%**	
Leadership	72	(214)
Participation	52	(365)
No Participation	32	(243)
High School Non-Varsity		
Leadership	71	(231)
Participation	48	(370)
No Participation	30	(197)
High School Varsity		
Leadership	69	(290)
Participation	58	(222)
No Participation	30	(264)
College Intramural		
Leadership	75	(132)
Participation	58	(270)
No Participation	35	(299)
College Varsity		
Leadership	72	(122)
Participation	68	(168)
No Participation	40	(385)

TABLE 2.36: VOLUNTEERS BY SUPPORT OF FAMILY AND FRIENDS

Support of Parents	Volunteers %	
Very Supportive	60	(407)
Somewhat Supportive	45	(265)
Not Supportive	44	(145)
Support of Children		
Very Supportive	58	(159)
Somewhat Supportive	49	(123)
Not Supportive	29	(51)
Support of Women Friends		
Very Supportive	56	(571)
Less Supportive	40	(291)
Support of Men Friends		
Very supportive	57	(369)
Somewhat Supportive	50	(368)
Not Supportive	40	(83)

TABLE 2.37: VOLUNTEERS BY ATTITUDES TOWARD FEMINISM, SKILL SEEKING & FAMILY TOGETHERNESS

Feminist Views	Volunteers	
	%	
Less Strong/Not Strong	53	(303)
Strong	54	(198)
Very Strong	46	(362)
Opposite Sex Skill Seeking		
Agree	58	(420)
Disagree	47	(399)
Family Togetherness		
Brings Closer & Interferes	57	(228)
Brings closer	52	(316)
Has No Effect	47	(205)

TABLE 2.38: INTENSE ATHLETIC INVOLVEMENT COMPLICATES ROMANTIC RELATIONSHIPS

Level of Agreement	%
Agree Strongly	8
Agree Somewhat	33
Disagree Somewhat	26
Disagree Strongly	33
	(1583)

TABLE 2.39: FEMALE ATHLETES AS MORE AGGRESSIVE THAN FEMALE NON-ATHLETES

Level of Agreement	%
Agree Strongly	16
Agree Somewhat	36
Disagree Somewhat	26
Disagree Strongly	22
	(1572)

TABLE 2.40: FEMALE ATHLETES AS MORE AGGRESSIVE BY EDUCATION

Level of Agreement	Education: High School or Less %	Some College %	College Graduate %	Post Graduate %
Agree Strongly	24	19	14	14
Agree Somewhat	36	33	36	36
Disagree Somewhat	28	26	27	25
Disagree Strongly	12	22	23	25
	(173)	(332)	(460)	(600)

TABLE 2.41: AMERICAN WOMEN ATHLETES WILL HAVE TO TAKE DRUGS TO COMPETE SUCCESSFULLY INTERNATIONALLY

Level of Agreement	%
Agree Strongly	1
Agree Somewhat	3
Disagree Somewhat	12
Disagree Strongly	84
	(1571)

TABLE 2.42: WOMEN ATHLETE'S SEXUAL ORIENTATION OWN BUSINESS

Level of Agreement	%
Agree Strongly	76
Agree Somewhat	17
Disagree Somewhat	4
Disagree Strongly	3
	(1623)

TABLE 2.43: WOMAN'S SEXUAL ORIENTATION IS OWN BUSINESS BY MARITAL STATUS

Level of Agreement	Marital Status: Living with Partner %	Single %	Was Married %	Married %
Agree Strongly	90	78	77	66
Other	10	22	23	34
	(214)	(821)	(123)	(452)

TABLE 2.44: EVALUATION OF TITLE IX PROGRAM

Evaluation	%
Very Successful	11
Somewhat Successful	69
Somewhat Unsuccessful	15
Very Unsuccessful	5
	(1351)

TABLE 2.45: PARTICIPATION IN RACIALLY MIXED SPORTS GROUPS REDUCES PREJUDICE

Level of Agreement	%
Agree Strongly	49
Agree Somewhat	42
Disagree Somewhat	6
Disagree Strongly	3
	(1555)

TABLE 2.46: BELIEF THAT MIXED SPORTS REDUCES PREJUDICE BY MIXED RACIAL PARTICIPATION

Mixed Sports Reduces Prejudice	Frequency of Mixed Racial Participation		
	Frequently %	Sometimes %	Rarely/Never %
Agree Strongly	58	46	41
Agree less Strongly or Disagree	42	54	59
	(507)	(486)	(518)

TABLE 2.47: WOMEN OF COLOR LESS ABLE TO CONVERT ATHLETIC SUCCESS TO COMMERCIAL SUCCESS

Level of Agreement	%
Agree Strongly	12
Agree Somewhat	38
Disagree Strongly	30
Disagree Strongly	20
	(1333)

TABLE 2.48: REASONS WHY WOMEN OF COLOR LESS ABLE TO CONVERT ATHLETIC SUCCESS INTO COMMERCIAL SUCCESS

Reasons Ranked Most Important	%
Inability to Obtain Corporate Sponsorship	32
Lack of Media Attention	31
Lack of Role Models	16
Allowing Athletic Goals to Supercede Educational Goals	12
Other	9
	(774)

TABLE 3.1: YOUNG GIRLS WHO COMPETE IN ATHLETICS BETTER ABLE TO COMPETE IN LATER LIFE

Level of Agreement	%
Agree Strongly	57
Agree Somewhat	36
Disagree Somewhat	5
Disagree Strongly	2
	(1619)

TABLE 3.2: EFFECT OF SPORTS ON FAMILY LIFE

Effect	%
Brings family together	42
Interferes with family life	28
No effect	3
No family	27
	(1495)

TABLE 3.3: FAMILY MEMBERS MOST ENCOURAGING IN IN YOUR ATHLETIC ENDEAVORS

Family Member	Most Encouraging %	Second Most Encouraging %	Third Most Encouraging %
Father	31	30	12
Mother	30	34	15
No One	16	2	2
Brothers	8	13	21
Sisters	4	8	23
Others	3	2	5
Grandmother	2	3	5
Cousins	2	1	3
Aunt	1	2	5
Uncle	1	2	3
Grandfather	1	3	5
	(1766)*	(1213)	(902)

*Ties Were Permitted

TABLE 3.4: FAMILY MEMBER PARTICIPATION IN SPORTS ACTIVITY WITH RESPONDENT CHILDHOOD

Mentioned	%	N
Brothers	52	(1682)
Father	39	(1682)
Sister	34	(1682)
Cousins	23	(1682)
Mother	16	(1682)
No one	10	(1682)
Others	7	(1682)
Uncle	6	(1682)
Aunt	3	(1682)
Grandfather	3	(1682)
Grandmother	1	(1682)

TABLE 3.5: GENDER OF CHILDHOOD PLAYMATES

	%
Girls and Boys	55
Mostly Boys	33
Mostly Girls	8
Played Alone	3
	(1660)

TABLE 3.6: ATTITUDE TOWARD YOUR BODY AS ADOLESCENT

Feelings	%
Very Positively	15
Somewhat Positively	32
Indifferently	20
Somewhat Negatively	26
Very Negatively	7
	(1641)

TABLE 3.7: BARRIERS TO INCREASED PARTICIPATION BY WOMEN IN SPORTS AND FITNESS

BARRIERS RANKED MOST IMPORTANT	%
Lack of involvement and traing as children	45
Few programs outside school	14
Lack of interest	13
Lack of equipment/facilities	8
Inadequate coaching/training instruction	8
Lack of prominent role models	6
Inadequate school physical education program	3
Inadequate interschool programs	3
	(1645)

TABLE 3.8: PARTICIPATION AS A LEADER IN ORGANIZED ATHLETIC PROGRAMS

Program Level	Participation As a Leader %	(N)
High School Varsity	42	(1491)
High School Age Teams (non-varsity)	32	(1484)
Pre-High School Age Teams	28	(1550)
College Varsity Teams	26	(1325)
College Intramural Teams	24	(1366)
Amateur Teams	22	(1355)
Olympic Teams	1	(1041)
Professional Teams	1	(1043)

TABLE 3.9: PARTICIPATION IN ORGANIZED ATHLETIC PROGRAMS

	Participation Level			
Program Level	Leader %	Participant %	No Participation %	(N)
Pre-High School Age	28	41	31	(1550)
High School (non-varsity)	32	42	26	(1484)
High School Varsity	42	27	31	(1491)
College Intramurals	24	41	34	(1366)
College Varsity	26	27	47	(1325)
Amateur Teams	22	40	38	(1355)
Olympic Teams	1	1	98	(1041)
Professional Teams	1	2	97	(1043)

TABLE 3.10: FAVORITE SPORTS ROLE MODEL WHEN GROWING UP

	%
Female Public Figure	47
Male Public Figure	46
Male Known Personally (gym teacher, brother, etc.)	4
Female Known Personally (gym teacher, sister, etc.)	2
	(946)

TABLE 3.11: COLLEGE VARSITY PARTICIPATION

BY FATHER PLAY

	Father Participation	
College Varsity	Mentioned	Not Mentioned
	%	%
Participant (includes Leadership)	60	49
Non Participant	40	51
	(516)	(809)

TABLE 3.12: COLLEGE VARSITY PARTICIPATION BY MOTHER PLAY

College Varsity	Mother Participation	
	Mentioned	Not Mentioned
	%	%
Participant (includes leadership)	61	52
Non Participation	39	48
	(213)	(1112)

TABLE 3.13: SPORTS PARTICIPATION BY PARENT ENCOURAGEMENT

Encouragement from Mother	Sports Participation: High	Somewhat High	Medium	Low	
Most Encouraging	64	25	9	1	(530)
Less Encouraging	54	28	15	3	(583)
Encouragement from Father					
Most Encouraging	67	23	8	1	(543)
Less Encouraging	56	27	14	3	(640)

TABLE 3.14: WATCHING SPORTS EVENTS BY PARENT ENCOURAGEMENT

	Sports Spectatorship				
Encouragement from Mother	Somewhat High %	High %	Medium %	Low %	
Most Encouraging	52	29	14	5	(532)
Less Encouraging	55	28	14	2	(541)
Encouragement from Father					
Most Encouraging	53	30	14	3	(549)
Less Encouraging	55	29	12	4	(466)

TABLE 3.15: PARTICIPATION BY CHILDHOOD PLAYMATES

Participation	Mostly Boys %	Mixed Boys & Girls %	Mostly Girls %
High	68	61	46
Somewhat High	25	26	28
Medium or Low	7	13	26
	(548)	(905)	(134)

TABLE 3.16: WATCHING SPORTS EVENTS BY CHILDHOOD PLAYMATES

Watching	Mostly Boys %	Mixed Boys & Girls %	Mostly Girls %
Very High	52	48	25
Somewhat High	32	28	31
Medium or Low	16	24	44
	(552)	(913)	(135)

TABLE 3.17: BARRIERS TO SPORTS PARTICIPATION

BY GENDER OF CHILDHOOD PLAYMATES

Barriers to Sports Participation	Playmates: Mostly Boys %	Mostly Girls & Boys %	Mostly Girls %
No Training as a Child	46	43	60
Other	54	57	40
	(522)	(854)	(125)

TABLE 3.18: PRE-HIGH SCHOOL SPORTS PARTICIPATION BY BARRIERS TO SPORTS PARTICIPATION

Pre-High School Sports Participation	Barriers to Sports Participation: No Childhood Training	Barriers to Sports Participation: Other
No Participation	36	25
Participation & Leadership	64	75
	(660)	(789)

TABLE 3.19: HIGH SCHOOL NON-VARSITY SPORTS PARTICIPATION BY BARRIERS TO SPORTS PARTICIPATION

	Barriers to Sports Participation	
High School Non Varsity Sports Participation	No Childhood Training	Other
	%	%
No Participation	32	21
Participation Leadership	68	79
	(629)	(756)

TABLE 3.20: HIGH SCHOOL VARSITY SPORTS PARTICIPATION BY BARRIERS TO SPORTS PARTICIPATION

High School Varsity Sports Participation	Barriers to Sports Participation	
	No Childhood Training	Others
	%	
No Participation	36	25
Participation	25	29
Leadership	39	46
	(631)	(761)

TABLE 3.21: PRE-HIGH SCHOOL PARTICIPATION BY CHILDHOOD PLAYMATES

Pre-High School Participation	Playmates: Both Girls & Boys	Mostly Boys	Mostly Girls
	%	%	%
Leadership	28	32	11
Participation	43	43	34
No Participation	29	25	55
	(841)	(518)	(121)

TABLE 3.22: HIGH SCHOOL NON-VARSITY
BY CHILDHOOD PLAYMATES

High School Participation	Playmates: Mostly Girls & Boys	Playmates: Mostly Boys	Playmates: Mostly Girls
	%	%	%
Leadership	32	39	17
Participation	24	41	31
No Participation	24	20	51
	(814)	(480)	(121)

TABLE 3.23: HIGH SCHOOL VARSITY

BY CHILDHOOD PLAYMATES

High School Varsity	Playmates: Mostly Girls & Boys	Mostly Boys	Mostly Girls
	%	%	%
Leadership	44	47	19
Participation	26	31	18
No Participation	30	22	63
	(793)	(511)	(119)

TABLE 3.24: COLLEGE INTRAMURAL

BY CHILDHOOD PLAYMATES

College Intramural Participation	Playmates: Mostly Girls & Boys	Mostly Boys	Mostly Girls
	%	%	%
Leadership	25	28	10
Participation	43	44	30
No Participation	32	28	60
	(724)	(464)	(114)

TABLE 3.25: COLLEGE VARSITY PARTICIPATION

BY CHILDHOOD PLAYMATES

	Playmates		
College Varsity	Mostly Girls & Boys	Mostly Boys	Mostly Girls
	%	%	%
Leadership	25	31	11
Participation	26	32	19
No Participation	49	37	70
	(692)	(456)	(114)

TABLE 3.26: ADOLESCENT BODY IMAGE BY GENDER OF CHILDHOOD PLAYMATES

Adolescent Body Image	Playmates: Mostly Boys %	Mostly Girls & Boys %	Mostly Girls %
Positive	53	48	25
Indifferent	19	21	23
Negative	28	31	52
	(538)	(903)	(134)

TABLE 3.27: ADOLESCENT BODY IMAGE

BY AGE

Adolescent Body Image	Age			
	38+ %	31-37 %	26-30 %	25 & Below %
Very Positive	48	40	44	55
Less Positive	52	60	56	45
	(357)	(441)	(395)	(441)

TABLE 3.28: SPORTS SUPPORT OF MEN FRIENDS BY ADOLESCENT BODY IMAGE

Support of Men Friends	Adolescent Body Image	
	Very Positive	Less Positive & Negative
	%	%
Very Supportive	60	44
Somewhat Supportive	32	47
Not Supportive	8	9
	(237)	(1289)

TABLE 3.29: PARENTS SPORTS SUPPORT BY ADOLESCENT BODY IMAGE

Parents Sports Support	Adolescent Body Image	
	Very Positive	Less Positive & Negative
	%	%
Very Supportive	64	49
Somewhat Supportive	26	34
Not Supportive	10	17
	(226)	(1310)

TABLE 3.30: ADOLESCENT BODY IMAGE BY SEEK SAME SPORTS SKILL LEVEL BUT OPPOSITE SEX

Adolescent Body Image	Skill Seeking Yields Opposite Sex: Agree %	Disagree %
Positive	54	41
Indifferent	20	21
Negative	26	38
	(800)	(744)

TABLE 3.31: ADOLESCENT BODY IMAGE

BY PRE-HIGH SCHOOL SPORTS PARTICIPATION

Adolescent Body Image	Pre-High School Sports Participation		
	No Participation	Participation	Leadership
Positive	34	46	62
Less Positive	66	54	38
	(466)	(628)	(419)

TABLE 3.32: ADOLESCENT BODY IMAGE

BY HIGH SCHOOL NON VARSITY

SPORTS PARTICIPATION

Adolescent Body Image	HIGH SCHOOL (NON VARSITY) SPORTS PARTICIPATION		
	No Participation	Participation	Leadership
Positive	35%	44%	58%
Less Positive	65	56	42
	(376)	(604)	(476)

TABLE 3.33: ADOLESCENT BODY IMAGE

BY HIGH SCHOOL VARSITY

SPORTS PARTICIPATION

Adolescent Body Image	HIGH SCHOOL VARSITY SPORTS PARTICIPATION		
	No Participation	Participation	Leadership
	%	%	%
Positive	31	48	60
Less Positive	69	52	40
	(446)	(392)	(621)

TABLE 3.34: ADOLESCENT BODY IMAGE BY COLLEGE INTRAMURAL SPORTS PARTICIPATION

	College Intramural Sports Participation		
Adolescent Body Image	No Participation	Participation	Leadership
Positive	37%	47%	55%
Less Positive	63	53	45
	(457)	(553)	(329)

TABLE 3.35: ADOLESCENT BODY IMAGE BY COLLEGE VARSITY SPORTS PARTICIPATION

Adolescent Body Image	College Varsity Sports Participation		
	No Participation	Participation	Leadership
	%	%	%
Positive	37	51	58
Less Positive	63	49	42
	(612)	(348)	(338)

TABLE 3.36: HIGH INTEREST IN SPORTS PARTICIPATION BY ORGANIZED ATHLETIC PROGRAMS

	Very High Interest in Sports Participation %	
Pre-High School Participation		
No Participation	50	(471)
Participation	62	(639)
Participation as a Leader	74	(423)
High School (non-varsity) Participation		
No Participation	54	(382)
Participation	58	(612)
Participation as a Leader	71	(474)
High School (Varsity) Participation		
No Participation	46	(450)
Participation	64	(401)
Participation as a Leader	74	(623)
College Intramural Participation		
No Participation	52	(461)
Participation	63	(560)
Participation as a Leader	74	(329)
College Varsity Participation		
No Participation	52	(616)
Participation	66	(359)
Participation as a Leader	79	(335)

TABLE 3.37: HIGH INTEREST IN WATCHING SPORTS EVENTS BY SCHOOL ORGANIZED SPORTS PARTICIPATION

	Very High Interest in Watching Sports Events	
	%	
Pre-High School Participation		
No Participation	36	(476)
Participation	46	(642)
Participation as a Leader	65	(426)
High School (non-varsity) Participation		
No Participation	38	(384)
Participation	42	(613)
Participation as a Leader	61	(481)
High School (Varsity) Participation		
No Participation	32	(455)
Participation	49	(403)
Participation as a Leader	60	(629)
College Intramural Participation		
No Participation	36	(466)
Participation	49	(563)
Participation as a Leader	62	(332)
College Varsity Participation		
No Participation	39	(621)
Participation	53	(360)
Participation as a Leader	59	(340)

TABLE 3.38: PRE-HIGH SCHOOL PARTICIPATION

BY AGE

Participation Level	Age			
	25 Years & Below	26-30 Years	31-37 Years	38 Years & Above
	%	%	%	%
No Participation	11	27	45	44
Participation	52	44	35	32
Participation as Leader	37	29	20	24
	(432)	(385)	(406)	(322)

TABLE 3.39: PARTICIPATION ON HIGH SCHOOL VARSITY TEAM BY AGE

Participation Level	Age			
	25 Years & Below	26-30 Years	31-37 Years	38 Years & Above
	%	%	%	%
No Participation	9	21	46	53
Participation	31	32	23	21
Participation as Leader	60	47	31	26
	(429)	(372)	(394)	(290)

TABLE 3.40: PRE-HIGH SCHOOL PARTICIPATION BY TOTAL HOUSEHOLD INCOME

Participation Level	Total Household Income				
	$0-$10,000	$11,000-$20,000	$21,000 $30,000	$31,000 $40,000	$41,000 & Above
	%	%	%	%	%
Participation and Leadership	85	71	67	62	60
No Participation	15	29	33	38	40
	(218)	(359)	(368)	(237)	(299)

TABLE 3.41: HIGH SCHOOL VARSITY ATHLETIC PARTICIPATION BY FEMINISM

	Feminist Views		
Participation Level	Very Strong %	Strong %	Not Strong %
No Participation	35	27	28
Participation	24	27	30
Participation as Leader	41	46	42
	(597)	(391)	(494)

TABLE 3.42: GIRLS SHOULD BE ALLOWED TO PLAY CONTACT SPORTS

Level of Agreement	%
Agree Strongly	36
Agree Somewhat	37
Disagree Somewhat	17
Disagree Strongly	10
	(1647)

TABLE 3.43: GIRLS SHOULD BE ALLOWED TO PLAY CONTACT SPORTS BY AGE

Level of Agreement	Age 25 Years & Below	26-30 Years	31-37 Years	38 Years & Above
	%	%	%	%
Agree Strongly	44	36	35	28
Agree Somewhat	39	40	36	34
Disagree	17	24	29	38
	(437)	(398)	(444)	(361)

TABLE 3.44: GIRLS SHOULD BE ALLOWED TO PLAY CONTACT SPORTS BY EDUCATION

Level of Agreement	Education Level: High School or Less	Some College	College Graduate	Post Graduate
	%	%	%	%
Agree Strongly	46	41	36	30
Agree Somewhat	31	39	39	37
Disagree	23	20	25	33
	(187)	(351)	(478)	(624)

TABLE 3.45: GIRLS SHOULD PLAY CONTACT SPORTS BY PARTICIPATION IN COLLEGE VARSITY ATHLETICS

	College Varsity Sports Participation		
Level of Agreement	No Participation %	Participation %	Participation as Leader %
Agree Strongly	41	33	30
Agree Somewhat	35	41	39
Disagree	24	26	31
	(610)	(354)	(335)

TABLE 3.46: MOST IMPORTANT AREAS

FOR FUTURE RESEARCH ON WOMEN IN SPORT

(% selecting values 6 and 7
where 1 = least important and 7 = most important)

Area for Research	%	(N)
Physiology of Women as Athletes	70	(1635)
Organization of Women's Sports	62	(1593)
Socialization of Women	44	(1605)
Minority Women in Sport	24	(1600)
Coed Sports Participation	22	(1609)

TABLE 3.47: Distribution of Sample by States*

States*	%
Alabama	.5
Alaska	.1
Arizona	1.5
Arkansas	.2
California	14.0
Colorado	1.9
Connecticut	1.5
Delaware	.8
District of Columbia	.6
Florida	2.7
Georgia	1.0
Hawaii	.6
Idaho	.2
Illinois	5.2
Indiana	2.8
Iowa	1.0
Kansas	1.3
Kentucky	.9
Louisiana	1.0
Maine	.5
Maryland	1.6
Massachusetts	1.7
Michigan	3.2
Minnesota	3.9
Mississippi	.3

States	%
Missouri	2.5
Montana	.6
Nebraska	.8
Nevada	.4
New Hampshire	.4
New Jersey	3.4
New Mexico	.5
New York	7.1
North Carolina	2.5
North Dakota	1.1
Ohio	4.2
Oklahoma	.6
Oregon	1.2
Pennsylvania	6.0
Rhode Island	.5
South Carolina	.8
South Dakota	.7
Tennessee	1.2
Texas	5.0
Utah	.9
Vermont	.4
Virginia	1.6
Washington	2.7
West Virginia	.9
Wisconsin	4.7
Wyoming	.4
	(1435)

Region*	
East	21.5
South	23.8
Midwest	28.8
West	24.3
Hawaii, Alaska	1.2
	(1435)

*Totals do not add to 100% due to rounding

MILLER LITE

and

THE WOMEN'S SPORTS FOUNDATION
NATIONAL SURVEY ON WOMEN IN SPORT

Conducted by New World Decisions

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Dear Member:

Greetings from the Women's Sports Foundation and Miller Lite! We are very fortunate to have formed a partnership with the people at Miller Lite in order to learn more about your attitudes and your behavior as it relates to women's sports.

Many of you will remember the 1983 Miller Lite Report which surveyed American attitudes toward sports. That study uncovered some provocative information on women's sports which prompted us to want to know more.

As a member of the Women's Sports Foundation and as a reader of **Women's Sports & Fitness** Magazine you are an interested and supportive advocate. On behalf of all of us at the Foundation and Miller Lite, I urge you to respond to the enclosed survey. Your name is one of the few selected in a carefully drawn random sample of our membership.

With your assistance, our survey will help us understand a great deal more about our constituency. The results will provide important data for interpretation which is critical in order for us to better serve the women's sports community.

Thank you very much for your valuable time. Look for the results in a future issue of **Women's Sports & Fitness** Magazine.

Sincerely,

Carol Mann

Carol Mann
President

WOMEN IN SPORT SURVEY

The following questions permit you to express some of your opinions about women in sport, particularly opinions related to your own personal experience. Please remember there are no right or wrong answers. Your own subjective, though experienced, opinion is precisely what this questionnaire is designed to measure. Your individual response to this survey will remain strictly confidential. Please add any comments you wish either in the margins or on a separate sheet of paper.

I. SPORTS INTEREST

1. In general, how would you classify your interest in participating in sports/fitness activities?

Very high	( )	Somewhat low	( )
Somewhat high	( )	Very low	( )
Medium	( )	Don't know	( )

PLEASE RETURN THE SURVEY IN THE ENCLOSED ENVELOPE BY OCTOBER 7th TO:
NEW WORLD DECISIONS, 120 WOOD AVENUE SOUTH, ISELIN, NEW JERSEY 08830

BEST COPY AVAILABLE

2. How would you classify your interest in watching a sporting event?

Very high	( )	Somewhat low	( )
Somewhat high	( )	Very low	( )
Medium	( )	Don't know	( )

3. When you were growing up, in your neighborhood who did you generally play with as a child?

Both girls and boys	( )	Mostly girls	( )
Played alone	( )	Mostly boys	( )
		Don't know	( )

4. When you were growing up, with which family members did you participate most often in sports or physical activity? (Check all that apply).

Mother	( )	Grandfather	( )	Cousins	( )
Father	( )	Grandmother	( )	Other _____	( )
Sisters	( )	Uncle	( )	None	( )
Brothers	( )	Aunt	( )	Don't know	( )

5. When you were growing up, who was your favorite sports role model?

Name of that person _____

6. Have you participated in organized athletic programs (school, Little League, town leagues, swim club, etc.) at the following levels?

	Have not participated	Have participated actively (but not as a leader)	Have participated as a leader
a. Pre-high school age teams	( )	( )	( )
b. High-school age teams (non-varsity)	( )	( )	( )
c. High school varsity	( )	( )	( )
d. College intramural teams	( )	( )	( )
e. College varsity teams	( )	( )	( )
f. Amateur teams	( )	( )	( )
g. Olympic teams	( )	( )	( )
h. Professional teams	( )	( )	( )

7. When you were an adolescent, how did you feel about your body?

Very positively	( )	Somewhat negatively	( )
Somewhat positively	( )	Very negatively	( )
Indifferently	( )	Don't know	( )

8. Compared to five years ago, how do you feel now about your body?

Much more positively	( )	More negatively	( )
More positively	( )	Much more negatively	( )
About the same	( )	Don't know	( )

9. When you were growing up, which family members most actively encouraged you in your athletic endeavors? (Rank three where 1 = most encouraging, 2 = second most encouraging, etc.)

Mother	( )	Grandfather	( )	Cousin	( )
Father	( )	Grandmother	( )	Other _____	( )
Sister	( )	Uncle	( )	None	( )
Brother	( )	Aunt	( )	Don't know	( )

II. SPORTS PARTICIPATION

10. Below is a list of activities. Please indicate how often you engaged in them during the past year. Some activities you may do only in the winter or the summer. When answering how often you participate in those activities, think of how often you did them during that season.

11. (For any answer other than "never") did you engage in these activities primarily as single sex or coed activities?

	Participation Level					Single Sex or Coed		
	Every day or almost every day	About once or twice a week	About once a month or less	Never	DK/ NA	Single-sex	coed	DK/ NA
1. Tennis, squash, badminton or other racquet sports	( )	( )	( )	( )	( )	( )	( )	( )
2. Golf	( )	( )	( )	( )	( )	( )	( )	( )
3. Jogging/running	( )	( )	( )	( )	( )	( )	( )	( )
4. Swimming	( )	( )	( )	( )	( )	( )	( )	( )
5. Bicycling	( )	( )	( )	( )	( )	( )	( )	( )
6. Horseback riding	( )	( )	( )	( )	( )	( )	( )	( )
7. Skating	( )	( )	( )	( )	( )	( )	( )	( )
8. Boating/canoeing	( )	( )	( )	( )	( )	( )	( )	( )
9. Skiing	( )	( )	( )	( )	( )	( )	( )	( )
10. Pool/billiards	( )	( )	( )	( )	( )	( )	( )	( )
11. Table tennis/ping pong	( )	( )	( )	( )	( )	( )	( )	( )
12. Basketball	( )	( )	( )	( )	( )	( )	( )	( )
13. Bowling	( )	( )	( )	( )	( )	( )	( )	( )
14. Softball or baseball	( )	( )	( )	( )	( )	( )	( )	( )
15. Football	( )	( )	( )	( )	( )	( )	( )	( )
16. Soccer	( )	( )	( )	( )	( )	( )	( )	( )
17. Volleyball	( )	( )	( )	( )	( )	( )	( )	( )
18. Lacrosse	( )	( )	( )	( )	( )	( )	( )	( )
19. Hockey	( )	( )	( )	( )	( )	( )	( )	( )
20. Gymnastics	( )	( )	( )	( )	( )	( )	( )	( )
21. Wrestling	( )	( )	( )	( )	( )	( )	( )	( )
22. Handball	( )	( )	( )	( )	( )	( )	( )	( )
23. Archery	( )	( )	( )	( )	( )	( )	( )	( )
24. Fencing	( )	( )	( )	( )	( )	( )	( )	( )
25. Weightlifting	( )	( )	( )	( )	( )	( )	( )	( )
26. Calisthenics/aerobics	( )	( )	( )	( )	( )	( )	( )	( )
27. Dancing	( )	( )	( )	( )	( )	( )	( )	( )
28. Walking	( )	( )	( )	( )	( )	( )	( )	( )
29. Other _____	( )	( )	( )	( )	( )	( )	( )	( )

12. How important to you are the following reasons for engaging in sport/fitness activity? Please rank the two (2) most important reasons where 1 = most important, 2 = second most important.

a. Improved health/fitness ( )
b. Competition ( )
c. Relaxation/stress reduction ( )
d. Winning ( )
e. Friendship/sociability ( )
f. Improved athletic skills/ sense of accomplishment ( )
g. Sense of being member of Team ( )

13. Compared to five years ago, would you say that your participation in sports and fitness activities today has increased, decreased, or remained about the same?

Increased ( )
Decreased ( )
Remained the same ( )
Don't know ( )

14. Below is a list of statements. For each, please indicate whether most of the time you agree strongly, agree somewhat, disagree somewhat or disagree strongly.

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	Don't Know
In general, when I play sports I seek out people of the same skill level regardless of their sex.	( )	( )	( )	( )	( )
When I seek out people of the same skill level as mine, I often find myself playing with players of the opposite sex.	( )	( )	( )	( )	( )
I prefer playing with members of my own sex.	( )	( )	( )	( )	( )
In coed sports, men are often threatened by losing to a woman.	( )	( )	( )	( )	( )

15. In your sports and fitness activities, how supportive are your family and friends of your efforts?

	Very supportive	Somewhat supportive	Not very supportive	Not at all supportive
Romantic companion	( )	( )	( )	( )
Parent(s)	( )	( )	( )	( )
Work associates	( )	( )	( )	( )
Children	( )	( )	( )	( )
Women friends	( )	( )	( )	( )
Men friends	( )	( )	( )	( )

16. How often do you participate in sports/fitness activity in a racially mixed group?

Frequently ( )
Sometimes ( )
Rarely ( )
Never ( )
Don't know ( )

17. How accessible are sports/fitness facilities in each of the following locations near you?

	Very accessible	Not Very accessible	DK/ NA
Workplace	( )	( )	( )
Community center/park	( )	( )	( )
Health/sports club	( )	( )	( )
Educational facility	( )	( )	( )
Other _____	( )	( )	( )

18. How often do you use the following facilities?

	Frequently (several times/week)	Sometimes (several times/month)	Never	DK/ NA
Workplace	( )	( )	( )	( )
Community center/park	( )	( )	( )	( )
Health/sports club	( )	( )	( )	( )
Educational facility	( )	( )	( )	( )
Other _____	( )	( )	( )	( )

19. In your opinion, which of the following are the biggest barriers to increased participation by women in sports and fitness? Please rank two, where 1 = first, 2 = second.

Lack of involvement and training as children ( )
Few programs outside schools ( )
Lack of interest ( )
Lack of prominent role models ( )
Inadequate interschool programs ( )
Lack of equipment/facilities ( )
Inadequate school physical education program ( )
Inadequate coaching/training instruction ( )
Don't know ( )

III. SPECTATOR SPORTS

20. Below is a list of different sports and physical activities. Please indicate how interested you generally are in watching each of the following:

21. IF YOU WATCH THIS TYPE OF COMPETITION, are you more interested in watching the women's competition, the men's competition or both about equally?

	Type of competition				Interest in watching			
	Usually Interested	Sometimes Interested	Seldom/ Never Interested	DK/ NA	Women's competition	Men's competition	Both equally	DK/ NA
1. Auto Racing	( )	( )	( )	( )	( )	( )	( )	( )
2. Baseball	( )	( )	( )	( )	( )	( )	( )	( )
3. Basketball	( )	( )	( )	( )	( )	( )	( )	( )
4. Boating	( )	( )	( )	( )	( )	( )	( )	( )
5. Bowling	( )	( )	( )	( )	( )	( )	( )	( )
6. Boxing	( )	( )	( )	( )	( )	( )	( )	( )
7. Football	( )	( )	( )	( )	( )	( )	( )	( )
8. Gymnastics	( )	( )	( )	( )	( )	( )	( )	( )
9. Golf	( )	( )	( )	( )	( )	( )	( )	( )
10. Hockey (ice)	( )	( )	( )	( )	( )	( )	( )	( )
11. Horse Racing	( )	( )	( )	( )	( )	( )	( )	( )
12. Ice Skating	( )	( )	( )	( )	( )	( )	( )	( )
13. Long Distance Running (marathon)	( )	( )	( )	( )	( )	( )	( )	( )
14. Skiing	( )	( )	( )	( )	( )	( )	( )	( )
15. Soccer	( )	( )	( )	( )	( )	( )	( )	( )
16. Surfing	( )	( )	( )	( )	( )	( )	( )	( )
17. Swimming or diving	( )	( )	( )	( )	( )	( )	( )	( )
18. Tennis	( )	( )	( )	( )	( )	( )	( )	( )
19. Track & Field	( )	( )	( )	( )	( )	( )	( )	( )
20. Professional Wrestling	( )	( )	( )	( )	( )	( )	( )	( )
21. Amateur Wrestling	( )	( )	( )	( )	( )	( )	( )	( )
22. Lacrosse	( )	( )	( )	( )	( )	( )	( )	( )
23. Weightlifting	( )	( )	( )	( )	( )	( )	( )	( )
24. Volleyball	( )	( )	( )	( )	( )	( )	( )	( )
25. Roller Skating	( )	( )	( )	( )	( )	( )	( )	( )
26. Dancing	( )	( )	( )	( )	( )	( )	( )	( )
27. Field Hockey	( )	( )	( )	( )	( )	( )	( )	( )
28. Softball	( )	( )	( )	( )	( )	( )	( )	( )
29. Are there others that you watch? _____								

22. Does participating in sports or watching sports events bring your family closer together, does it interfere with your family life, does it do both at different times, or does it have no effect on your family life?

Brings family together	( )	No effect	( )
Interferes with family life	( )	No family	( )
Both	( )	Don't know	( )

23. To what do you attribute the unequal media attention that women's sports get? Please rank two (2) where 1 = most important and 2 = second most important.

Discrimination by media decisionmakers	( )	Dominant male culture	( )
Lack of public interest	( )	Don't know	( )
General low level of competition in women's athletics	( )		

IV. GENERAL OPINION ON WOMEN IN SPORT

24. Below is a list of statements. Please indicate whether or not you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	Don't Know
Women's sports should be kept separate from men's so that women are free to develop their own skills.	( )	( )	( )	( )	( )
In this society, a woman is often forced to choose between being an athlete and being feminine.	( )	( )	( )	( )	( )
Girls should be allowed to play contact sports like football if they want to.	( )	( )	( )	( )	( )
Intense athletic involvement complicates romantic relationships.	( )	( )	( )	( )	( )
Female athletes exhibit higher levels of aggression than their non-athlete counterparts.	( )	( )	( )	( )	( )
A woman athlete's sexual orientation is no one's business but her own.	( )	( )	( )	( )	( )
Participation in racially mixed sports/fitness groups often reduces prejudice.	( )	( )	( )	( )	( )
Women have something to teach men about humane competition.	( )	( )	( )	( )	( )
Participation in sports diminishes a woman's femininity.	( )	( )	( )	( )	( )
There is too much pressure today for women to be just like men in sports and athletics.	( )	( )	( )	( )	( )
American women athletes are going to have to take steroids and drugs to compete successfully internationally.	( )	( )	( )	( )	( )
If young girls compete successfully on the athletic fields, they will be better able to compete successfully in later life.	( )	( )	( )	( )	( )
What a woman does is feminine.	( )	( )	( )	( )	( )

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	Don't Know
Compared to other women athletes, women of color are less able to convert their athletic success into commercial success off the field.	( )	( )	( )	( )	( )

25. (IF YOU AGREE STRONGLY OR SOMEWHAT WITH THE IMMEDIATELY PRECEDING STATEMENT ON WOMEN OF COLOR) Why did you answer as you did? Please rank two (2) of the reasons listed below where 1 = most important and 2 = next most important.

Lack of role models ( )
Lack of media attention ( )
Inability to obtain corporate sponsorship ( )
Allowing athletic goals to supercede educational goals ( )
Other _____

26. In your opinion, the federal government's title IX program promoting equality of educational and athletic opportunity for women has been:

Very successful ( )
Somewhat successful ( )
Somewhat unsuccessful ( )
Very unsuccessful ( )
Don't know ( )

V. BACKGROUND

27. Are you Female ( ) or Male ( )?

28. In what year were you born? _____

29. What is your primary racial or ethnic origin?

White ( )
Black ( )
Hispanic ( )
Asian ( )
Native American ( )
Other _____ ( )
Don't know ( )

30. What is the last grade of school you completed?

Some high school or less ( )
High school graduate ( )
Some college ( )
College graduate ( )
Post graduate ( )
Don't know ( )

31. Are you presenily:

Married ( )
Living with partner ( )
Widowed ( )
Divorced ( )
Separated ( )
Single ( )
Don't know ( )

32. When you were growing up:

How many older brothers did you have? _____
How many **total** brothers and sisters? _____
How many older sisters _____

33. How many daughters do you have _____ **How many sons?** _____
How many children do you have now living at home: _____

34. Which of the following categories best describes your current occupational status?

Employed full time	( )	Work in the Home	( )
Employed part time	( )	In school	( )
Retired	( )	Other _____	( )
Looking for work	( )	Don't know	( )

35. What was your total household income category before taxes for the past year, 1984?

$0-$10,000	( )	$31,000-$40,000	( )
$11,000-$20,000	( )	$41,000-$50,000	( )
$21,000-$30,000	( )	More than $50,000	( )

36. What if any position do you hold in women's athletics?

	Paid	Volunteer
Coach	( )	( )
Trainer	( )	( )
Professional Athlete	( )	( )
Official	( )	( )
Physical Education Teacher	( )	( )
Athletic Director	( )	( )
Other	( )	( )
Hold no position	( )	( )

37. If feminism is defined as being committed to equality for women in all aspects of life, how strong would you say your feminist views are?

Very strong	( )	Not very strong	( )
Strong	( )	I do not consider myself a feminist	( )
Somewhat strong	( )	Don't know	( )

38. In which of the following areas should more research on women in sport be done? Please rate each area on a scale of 1 to 7 with 7 being the most important area for research and 1 being the least important.

	Least Important						Most Important
Socialization of women in sport	1	2	3	4	5	6	7
Physiology of women as athletes	1	2	3	4	5	6	7
Coed sports participation	1	2	3	4	5	6	7
Minority women in sports	1	2	3	4	5	6	7
Organization and governance of women's sports	1	2	3	4	5	6	7

Other _____

THANK YOU!

PLEASE RETURN THE SURVEY IN THE ENCLOSED ENVELOPE **BY OCTOBER 7th** TO:

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